

INSIDE DOPE

by GEORGE F. TAUBENECK

Final 1950 Baseball Stories
Bleacher Addicts Are Exonerable
Money Talks
At Your Own Risk
Serious, What?
How Corny Can You Be?
Add 'Babe' Ruth Stories
Names Meant Nothing to
The 'Babe'
Last-Minute Addenda

Final 1950 Baseball Stories

Casey Stengel, now managing the New York Yankees, had a terrible time 20 years ago when he tried to make some semblance of order out of a happy-go-lucky Brooklyn Dodgers crew. It was in the days of wild "paper profits" booms on the New York Stock Exchange that Stengel managed the Brooklyn club.

One August afternoon the Dodgers were behind, 6-0, in the seventh inning. (They were in seventh place at the time). It was their turn at bat. Were his bully-boys studying the rival moundsmen in the dugout? Huh-uh. They were talking about the stock market. Casey walked into their lair and glared at them.

"Hey, Stengel," a big outfielder piped up "what stock do you like today?"

"Railroads," shot back their manager. "When I send you Bums back to the bush leagues they'll get plenty of extra fares."

Bleacher Addicts Are Exonerable

Throwing a bottle at the umpire is a misdemeanor in many cities. Hailed before a municipal court on that count, one defendant pled: "I can't understand why I did such a foolish thing. I must have been momentarily insane."

"So," chuggarumped the judge, nodding his head in satisfaction, "you regret your rash act?"

"Sure do, Yeronner," assented the baseball fan. "Why, there was still a couple of good drinks in that bottle!"

Money Talks

"Yerrr out," thumbed Umpire "Beans" Reardon as Gene Hermanski of the Brooklyn Dodgers slid into the plate.

Gene got up, brushed himself off, and advanced toward Reardon.

"I say I was safe," he bellowed.

Reardon cocked his head to a cocky angle and angled:

"Wanta say that again for five hundred dollars?"

And that threat settled Gene's hash without further ado.

At Your Own Risk

Two of the Smith boys, Ira L. and H. Allen, collaborated on a memorable book about old time baseball entitled, "Low and Inside." It's full of oddities and believe-it-or-not occurrences; and once in awhile a chuckle meanders into the general atmosphere of open-mouthed wonderment.

Dubious superstitions were dwelt upon often in this fine book; and the one that fetched this reader was Hall Chase's habit of biting bats.

Some say that Chase had no peer as a first baseman. That's unprovable, of course. Adulators of Gehrig, Sisler, Foxx, York, and Greenberg will argue all night on this proposition. But there's no argument about what first baseman was the most assiduous bat chewer.

Before going up to the plate, Chase would "test the wood" of several bats by gnawing on them. In fact, one time a doctor had to be called from the stands to remove a splinter from Hal's mouth.

A curious reporter asked the team's batboy how Chase decided upon the proper bat after giving several the "test."

"I dunno," admitted the batboy. "Chase, he don't let nobody know what he learns about a bat when he chaws it."

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AIR CONDITIONING & REFRIGERATION News

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REMA-REWA Set For Meeting In White Sulphur

WASHINGTON, D. C.—Program for the joint membership meeting of the Refrigeration Equipment Manufacturers Association and the Refrigeration Equipment Wholesalers Association was announced here recently by W. Vernon Brumbaugh, executive secretary of Rema.

The meeting will be held at the Greenbriar in White Sulphur Springs, W. Va., from Nov. 2 to 4.

All business sessions have been planned for the mornings and entertainment features for the afternoon and evenings.

On Thursday morning, Nov. 2, Rewa will hold its annual business meeting, while Rema has scheduled a board of directors meeting and three section meetings. These sections are the highside equipment, heat transfer, and valves, flare fittings, and accessories sections.

A joint membership luncheon is slated for 1 p.m. to be followed by golf and other recreational activities, or, if necessary, continuation of the morning meetings. A joint cocktail party will be held in the evening.

The joint membership meeting gets under way on Friday morning with E. C. Marsden, Rewa president, presiding.

Senator Styles Bridges of New Hampshire; J. S. Kimmel, president of the Republic Electric Co., Davenport, Iowa; and R. H. Israel, president of Rema, will address the gathering.

Bridges' topic has not been announced. Kimmel will speak on "Things for Jobbers to Think About" and Israel on "The Value of Association Membership."

The official Rema-Rewa golf tournament will be played Friday afternoon. Another cocktail party will follow. At the annual banquet in a private room that evening, Edmund H. Harding of Washington, N. C. will discuss the question, "Shall We Freeze Things?"

On Saturday morning, the joint meeting will continue with a panel discussion and question and answer program followed by an address by Thurman Sensing, director of research for the Southern States Industrial Council, Nashville, Tenn.

Limit Put on Defense Sheet Steel Orders

WASHINGTON, D. C.—The appliance and refrigeration industries had a slightly clearer picture this week of what effect the government's defense production program is going to have on their own output—at least for the time being.

Most important clarifying development was the issuance by the National Production Authority of an order limiting the amount of priority rated defense (DO) orders each steel producer will have to accept.

Under one of the provisions of the order (M-1), no steel producer need accept "DO" orders for shipment in any one month in excess of specified percentages of his average monthly shipments during the first eight months of this year.

The percentages range from 5 to 25%. In the case of carbon and alloy sheets and strip, which are widely used in the production of household appliances, the percentage is 5%.

NPA officials said the percentages do not indicate how much steel will be needed for defense production.

(Concluded on Page 17, Column 4)

Dealer's Sharp Reaction to New Restrictions on Credit

WESTERN UNION

BROWNSVILLE, TEX.

GEORGE F. TAUBENECK

AIR CONDITIONING AND REFRIGERATION NEWS DET

WE ACCEPTED REGULATION W EFFECTIVE SEPTEMBER 18 IN GOOD GRACE. WE HAD BEEN FOLLOWING THAT PROCEDURE FOR SOME TIME BUT NEW REGULATIONS ANNOUNCED AS EFFECTIVE 16TH ARE VERY DISCRIMINATING. THE RICH CAN BUY AND THE POOR WILL HAVE TO DO WITHOUT. I AM IN THE APPLIANCE BUSINESS WHICH I HAVE OPERATED OVER 18 YEARS. THERE IS A DISCRIMINATION BETWEEN US AND THE AUTOMOBILE DEALERS WHO ARE NOT FORCED TO REQUIRE A CASH DOWN PAYMENT IN ADDITION TO TRADE IN ALLOWANCE. WE BELIEVE THE BOARD OF GOVERNORS OF THE FEDERAL RESERVE HAS GONE A LITTLE TOO FAR AND DO NOT BELIEVE THE NEW REGULATION W IS OF ANY VALUE AS EITHER A DEFENSE OR ANTI-INFLATIONARY MEASURE FOR THEY ARE KILLING THE GOOSE THAT LAYS THE GOLDEN EGG (TAXES). I SERVED IN WORLD WAR 1 AND 2 AND I HAD 3 SONS AND A SON-IN-LAW IN WORLD WAR 2. IF YOU THINK THIS NEW REGULATION W IS NECESSARY WE WILL ABIDE BY IT BUT WE BELIEVE THAT APPLIANCE DEALERS SHOULD HAVE A FAIR CHANCE TO SURVIVE AND IF YOU THINK SO PLEASE ACT IN OUR DEFENSE. THIS IS COPY OF TELEGRAM SENT TO LYNDON JOHNSON, LLOYD M. BENTSEN JR. AND TOM CONNALLY AT WASHINGTON, D. C.

TOM W. STEVENSON—

Cellophane Lack Tightened Reg. W Seen Slowing Down Is Termed 'Prelude' To Broader Controls

By C. Dale Mericle

NEW YORK CITY—"Before you or market owners start promoting a new 100% self-service store in your locality, find out what the supply situation on wrapping materials is," a du Pont representative advised members of the National Commercial Refrigerator Sales Association at their fourth annual meeting held at the Hotel Astor here last week.

"There is very definitely a shortage of cellophane which we think will continue the rest of the year and well into 1951," declared F. C. Clarke, research specialist for E. I. du Pont de Nemours & Co., Inc., after presenting his prepared discussion on "How Pre-packaging Sells."

"Du Pont is not accepting any new customers now, and has placed all its old customers on an allocation basis."

One of the highlights of the two-day convention was a panel discussion and open forum conducted between manufacturers and distributors concerning problems of selling and how the two groups can work together for more effective sales efforts.

Speaking for the manufacturers were A. B. Biddle, general sales manager of Hussmann; Paul Jackel, sales manager of Tyler; J. L. Kaufhold, Weber's general sales man-

(Concluded on Page 4, Column 1)

WASHINGTON, D. C.—Speculation was rife last week that the Federal Reserve Board's sudden tightening of Regulation W installment credit restrictions was only the prelude to a further broadening of credit controls.

The first amendment to the regulation, which went into effect on Oct. 16, only three weeks after the original controls were imposed, raised the down payment required for listed major appliances from 15% to 25% and shortened the maturities from 18 months to 15 months.

Home improvements, which include such items as air conditioning systems, water heaters, and kitchen cabinets and sinks, were not subject to any changes. For these, 10% down and 30 months to pay are still required. Washington sources rumored that the board is now considering a new order to extend controls to department store charge accounts and single payment loans.

William J. Cheyney, executive director of the Retail Credit Institute of America, declared that in a meeting just prior to issuance of the first amendment to Regulation W, retailers discussed with FRB officials the broadening of the coverage base to include everything but food and medicine.

(Concluded on Page 17, Column 4)

Willis H. Carrier

Industry Gathers To Pay Tribute to 'The Chief'

By Phil B. Redeker

SYRACUSE, N. Y.—They came from all parts of the country—and some had come from beyond the boundaries of the U. S. Most of them were still members of the organization he had founded and built, but many of the others were no longer connected with the organization and were indeed affiliated with competitive organizations. But they were all gathered to pay a final tribute to the man who was "The Chief" to all of them—Dr. Willis H. Carrier, a man who has been recognized as laying the foundation for the great air conditioning industry.

The tributes they paid as they gathered in the hotel lobbies and at

the Carrier Corp. plant were not only to a man who had the touch of engineering genius, but were tributes to a man who was loved as a teacher, counsel, and as an individual whose character earned nothing but the greatest respect.

"He was the only man I ever knew," said a man long associated with "The Chief" and now a respected competitor, "who was utterly without guile."

But more than that, from these anecdotes and from personal observations of Dr. Carrier at gatherings of engineers, there emerges the picture of a type of character that is peculiarly American—and one of the

(Concluded on Page 4, Column 4)

Revenue Bureau To 'Clarify' Freezer Tax Law

Statement Claims Dealer, Distributor Stocks Prior To Nov. 1 Won't Be Hit

WASHINGTON, D. C.—Clarifying information that will answer many of the questions raised about the new excise tax on home freezers to take effect on Nov. 1 will probably be made public by the Bureau of Internal Revenue before the beginning of November.

W. T. Ekstrand of the deputy commissioner's office, miscellaneous tax unit, of the bureau, said that such information had been prepared, is now being approved, and should be published before Nov. 1.

Ekstrand, in a telephone interview last week, said that he has prepared the following definition of a home freezer—for excise tax purposes—that is being submitted to treasury authorities for approval:

"The term 'household type unit for quick freezing or frozen storage of food' includes units solely for the quick freezing of food or solely for the frozen storage of food or combinations thereof which are of the type intended for rural or urban home use.

"Quickfreeze units primarily designed and constructed for commercial, industrial, or scientific purposes are not taxable.

"Combination quickfreeze units and household refrigerators are taxable only if the normal temperature refrigeration portion does not exceed 14 cu. ft."

To questions raised by E. N. Guild, sales and advertising manager for Victor Products Corp., Ekstrand gave the following information to Guild and the NEWS.

1. The excise tax does not apply to any freezers sold by the manufacturer prior to Nov. 1. This would ex-

(Concluded on Page 4, Column 5)

Promotion Still Vital, IAEI Told

By John O. Sweet

BOSTON—There must be no let up in vigorous promotion of the electrical living idea even if the national emergency brings shortages of appliances.

That was the dominant theme of the 15th annual conference of the International Association of Electrical Leagues, held Oct. 11-14 at the Copley Plaza hotel here. In talks and round-table discussions, warnings were sounded against the dangers of a do-nothing attitude.

Tone of the meeting was set by A. H. Kessler, retiring president of the group, who emphasized in his keynote address that "positive planning—not a wait-and-see policy—should be our immediate objective."

Noting that the industry again finds itself confronted with conditions somewhat akin to those it faced in 1941, Kessler said:

"It is not wisdom, in my opinion, for us to be lulled into inaction by a wait-and-see policy. We should carry on in as near a normal manner as possible, being careful to keep a finger on the pulse of the times, so that we can alter the course of our operations quickly and easily when the situation calls for a change. . . .

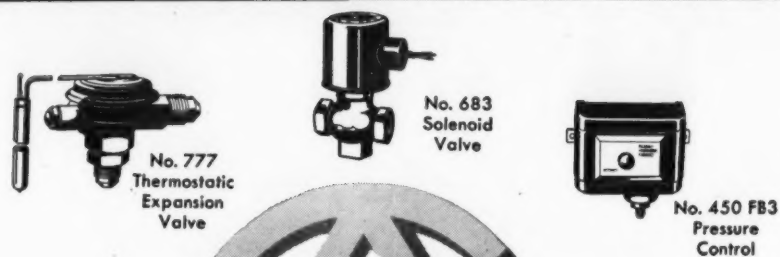
"We know from the experience gained during the four years of World War II what can be done to set up programs of assistance related to an emergency and what can be done to keep the theme of electrical living from being forgotten. . . .

"The pent up demand which existed for electrical goods and services when the industry switched its production from armaments to consumer goods just did not happen! That demand existed because the industry kept telling the people about new and better products which would be available when the war ended."

The same theme was stressed by Roger H. Bolin, assistant to the vice president, Consumer Products, Westinghouse Electric Corp., in a talk on "Promoting Electrical Appliances In Today's Markets."

(Concluded on Back Page, Column 1)

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NLRB Reaffirms Stand on What Type Companies Come Under Jurisdiction

Effect on Interstate Commerce Rules Eligibility

WASHINGTON, D. C.—The National Labor Relations Board recently announced the establishment of standards which will govern its exercise of jurisdiction under the Taft-Hartley Act.

The various "yardsticks" which will be used by the board in future cases involving all enterprises were set forth in eight unanimous decisions issued simultaneously.

The board said: That it "has long been of the opinion that it would better effectuate the purposes of the Act, and promote the prompt handling of major cases, not to exercise its jurisdiction to the fullest extent possible under the authority delegated to it by Congress, but to limit that exercise to enterprises whose operations have, or at which labor disputes would have, a pronounced impact upon the flow of interstate commerce. This policy should, in our opinion, be maintained."

The board thereby reiterated its policy of not exercising jurisdiction, despite its power to do so, over business operations so local in character that a labor dispute would be unlikely to "have a sufficient impact upon interstate commerce to justify an already burdened federal board in expending time, energy, and public funds."

WHERE BOARD WILL ACT

The plan that emerged from the eight decisions made it clear that

whenever federal jurisdiction exists under the statute and the interstate commerce clause of the constitution, the board will exercise jurisdiction over:

1. Instrumentalities and channels of interstate and foreign commerce (for example, radio systems).

2. Public utility and transit systems.

3. Establishments which operate as integral parts of a multi-state enterprise (for example, chain stores, and branch divisions of national or interstate organizations).

4. Enterprises which produce or handle goods destined for out-of-state shipment, or performing services outside a state, if the goods for services are valued at \$25,000 a year.

5. Enterprises which furnish services or materials necessary to the operation of enterprises falling into categories 1, 2, and 4 above, provided such goods or services are valued at \$50,000 a year.

6. Any other enterprise which has:

(a) a direct inflow of material valued at \$500,000 a year; or

(b) an indirect inflow of material valued at \$1,000,000 a year; or

(c) a combination inflow or outflow of goods which add up to at least a total of "100%" of the amounts required in items 4, 5, 6 (a) and (b) above.

7. Establishments substantially affecting national defense.

To clarify 6 b, an illustration was used of a firm that sold \$22,600 per year out of state, which was 90% of the minimum requirement. It had an inflow of \$66,000 per year, which was about 15% of the inflow requirements.

As the 90% and 15% add up to more than 100%, the firm is subject to the board's jurisdiction.

LOS ANGELES DEALER CASE ILLUSTRATES INFLOW PRINCIPLE

Only one of the illustrative decisions actually involved a member of the appliance industry. Dorn's House of Miracles, Inc., of Los Angeles was party to a case that illustrated the policy of accepting jurisdiction over firms having an indirect inflow of material valued at \$1,000,000 per year.

Dorn's sells at retail television sets, radios, refrigerators, and other household appliances. During 1949, the company's total purchases of merchandise amounted to more than \$2,000,000, of which \$1,707,000 represented the value of materials shipped from points outside the state to local distributors and resold by them to Dorn's.

Asserting jurisdiction over this company and ordering an election among warehouse employees, the board stated:

"In the past, the board has in some cases refused to assert jurisdiction over certain retail enterprises where the sole basis for doing so would be inflow.

"After full re-examination and consideration, we have concluded that a labor dispute at an establishment having an indirect inflow of as much as \$1,000,000 annually would tend to have such a substantial effect upon interstate commerce as to warrant our assertion of jurisdiction on that basis alone in order to effectuate the policies of the Act.

"Hereafter, in the interest of certainty, regardless of the nature of the enterprise, where the indirect inflow totals at least \$1,000,000 annually, we shall treat that factor alone as a sufficient basis for asserting jurisdiction."

Peeled Potatoes They Keep Fresh for 2 Weeks Under Refrigeration

UTICA, N. Y.—Peeled potatoes in transparent plastic bags that can be kept under refrigeration for about two weeks before any change will occur were described at the annual patrons' dinner of the Utica regional market in Yorkville. Wholesalers, grocers, merchant truckmen, and growers attended.

Harold J. Evans, secretary-treasurer of the New York Cooperative Seed Potato Association, Inc., said the new potatoes are classified as "preferred potatoes."

All are peeled, some are sliced and others are whole. They can be boiled, fried, or mashed. This process eliminates waste, muss, fuss, and the chance of inferior potatoes, he said.

The housewife no longer is interested in buying potatoes sight unseen, said Evans, and there is no legitimate reason why she should expect to find a great percentage of unusable potatoes in a package.

Refrigerated peeled potatoes sold in plastic bags would answer this problem, he pointed out.

Chicago Apt. Building Completes Installation Of 131 Air Conditioners

CHICAGO — One hundred and thirty one Modu-Aire air conditioning units have been installed in the new 2930 Commonwealth (Ave.) Apartments here, making this the first large multi-apartment building in Chicago to have a complete summer and winter air conditioning system, the United States Air Conditioning Co., manufacturer of the Modu-Aire units, announced recently.

The building, owned by Comoak Building Corp., consists of 52 four and five-room apartments and one nine-room penthouse apartment. With the Modu-Aire system, the occupant of each room can get the temperature and humidity that he wants.

The units are connected by small copper tubing which conducts chilled water at 35 to 45° F. from the central refrigeration system to each room. This same method is used with hot water for heating.

Fresh air is brought in through the wall behind the unit. There is no need for sealing room openings, however, as the units are compact.

Each unit is equipped with a dial control for temperature and humidity.

Acme Representatives In South To Meet Oct. 27-28

JACKSON, Mich.—A conference of southern representatives of Acme Industries, Inc., here, will be held in New Orleans on Oct. 27 and 28 to acquaint them with the latest developments in engineering, design, and sales of Acme products, the company announced recently.

The conference, and other regional meetings to follow, will be patterned after a recent factory meeting for representatives from north central and eastern states.

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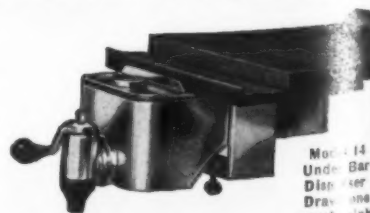
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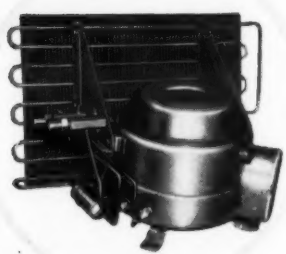


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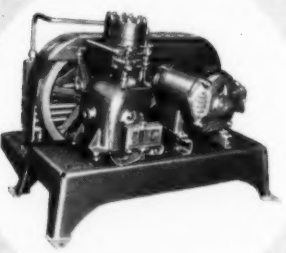
(unmatched in the industry)

CAN HELP YOU 8 WAYS...

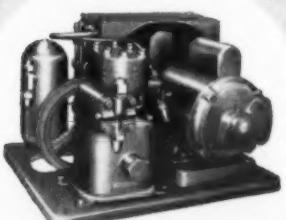
HERMETICS 1/8 HP - 1 HP



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1. You have fewer "special problems" because Universal Cooler's broad line of units includes so many types and sizes of standard models.

2. The convenience of meeting all requirements through one manufacturer, as Universal Cooler offers condensing units in all sizes through 15 H.P.

3. Broad experience enables Universal Cooler to help you select the right equipment for the problem at hand.

4. Versatile production facilities required by such a broad line bring expert engineering, modern machinery, skilled craftsmanship and careful inspection to bear on the production of every Universal Cooler unit.

5. The engineers who have developed Universal Cooler's broad line are continually at work to be first to bring you tomorrow's newest developments.

6. The scope of Universal Cooler's line naturally has enabled us to develop one of the smoothest flowing replacement parts services in the industry.

7. With such a broad line, Universal Cooler over the years has been able to help customers in unexpected ways and to participate intimately in many important customer research and development programs.

8. The Universal Cooler trademark, symbolizing quality products for more than a quarter of a century, has highly-valued trade acceptance among the buyers of refrigerating equipment.

UNIVERSAL



COOLER

MARION, OHIO

Wild Game Section Big Drawing Card for N. J. Supermarket

EAST ORANGE, N. J.—Setting up a self-service Tyler refrigerated case devoted entirely to wild game meats is a novel stunt which has considerably increased traffic and self-service meat and poultry sales at the Acme Supermarket, 317 Central Ave. here.

The "wild game department," set aside from the rest of the store, is divided into six display sections, in which are featured mallard ducks, squabs, guinea hens, frog legs, Scotch grouse, rabbits, English ring-neck pheasants, beltsville white turkeys, and chukar partridges.

These unusual game meats sold rapidly, according to the Acme Supermarket management. To attract attention to the display, two mounted pheasants were set atop the display case, while under a glass bell jar was a covey of mounted quail of the type once a familiar sight in Victorian homes. Shopping housewives desirous of giving the family "something different" as a meat dish, were invited either to buy sharp-frozen game meats, or to call an attendant for service on undressed game meats.

To Study Sales Plans at Frigidaire Field Parleys

DAYTON—A series of five regional field meetings, for the purpose of discussing present and future commercial refrigeration and air conditioning sales programs, will be conducted by Frigidaire division of General Motors the latter part of October and early in November.

Key sales representatives from 44 Frigidaire districts throughout the nation will attend two-day business sessions in Atlanta, New York, Chicago, Kansas City, and San Francisco, starting Oct. 23 and terminating Nov. 7.

P. M. Bratten, general sales manager of Frigidaire, will head a group of factory executives who will participate. Others include L. A. Clark and H. F. Lehman, assistant general sales managers; W. F. Switzer, commercial sales manager, and H. M. Kelley, appliance sales manager; B. C. Wagner, manager, commercial retail sales; E. C. Lewis, assistant manager, sales training; R. A. Blake-lock, supervisor, case and fixture sales; R. A. Kramer, commercial product application.

Frigidaire regional managers will also participate in their respective meetings, F. M. Davison at Atlanta; R. H. Huston at New York; H. T. Mattern at Chicago; W. G. Jennings at Kansas City, and W. I. Buchanan at San Francisco.

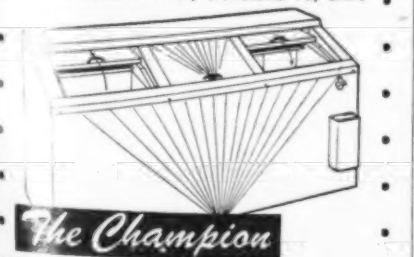
Service Firm Files Name

BUFFALO—A business name has been filed in the Erie County clerk's office for Bob's Refrigeration Service, 580 Sherman St., here, by Robert F. Muldoon.

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It's a National Dry Beverage Cooler bound to be better. Your choice of the CHAMPION, MIRACOL, and STANDARD models in four popular sizes and capacities. Write for our new and colorful 1950 Cooler brochure, and a catalog on stainless steel food service equipment.

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The Champion

ASRE Issues New Standard for Testing, Rating Air Conditioners

NEW YORK CITY—An ASRE standard for testing and rating air conditioners (16R) that will be of considerable value to all manufacturers of this type of equipment was recently issued by the American Society of Refrigerating Engineers.

This standard, the result of deliberation by a committee of engineers, was approved by ASRE at its last annual meeting in Chicago, December, 1949.

It covers self-contained air conditioners, room air conditioners, remote-type air conditioners, heat pumps, and oil and gas fired air conditioners, and consists of a revision of two former ASRE standards—No. 16, "Methods of Rating and Testing Self-Contained Air Condi-

tioning Units for Comfort Cooling" (1940) and No. 18, "Methods of Rating and Testing Air Conditioning Equipment" (1936).

An innovation provided in the new standard is the use of the calibrated room calorimeter which is designed primarily for testing room air conditioners of the free delivery type.

"Inasmuch as this type of calorimeter requires no attachments to air inlets or outlets, it avoids the possibility of influencing the ratings, as might be the case where such attachments are applied to certain types of room air conditioners," the society said.

"Owing to the fact that this device is not generally available for use, September, 1951, has been recom-

mended as the effective date for that portion of the standard relating to free delivery room air conditions. In the interim, use of the psychrometric calorimeter is recommended as an alternate method of testing."

Copies of the Standard 16-R may be obtained from American Society of Refrigeration Engineers, 40 W. 40 St., New York 18, at \$1 per copy.

Chicago Concern Moves

CHICAGO — Arctic Refrigeration Co., selling and servicing air conditioning and commercial refrigeration products, has moved to new and larger quarters at 5815-19 W. Irving Park Rd., Chicago 34. The firm's phone number is Spring 7-3500.

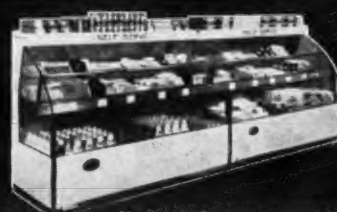
Frozen Apple-Slice Pack Seen Topping '49 Level As Bakery Demand Rises

ROCHESTER, N. Y.—Demand by bakeries for frozen apple slices is increasing steadily and the pack of this product during the current season is expected to be considerably higher than a year ago, according to William H. Sherman, secretary of the New York State Canners Association.

With a big crop of apples available for the second season in a row, the pack of sauce and sliced apples in the state this season is expected to exceed the volume reached by last year's total, it was further stated by Sherman.



UL2610 Open Self-Serve Case — any number may be joined for continuous display of dairy products, produce or meats. Has controlled temperature and humidity, plus Sherer's famous atomized air with directional flow.



Model 2806 has two refrigerated shelves plus non-refrigerated display top. Any number joined for continuous in-line display.



Model 2410C open continuous self-serve case can be serviced from the rear and used as aisle or island display. Has Sherer's amazing new scientific coiling system.



Model 2410CS open continuous self-serve case for meat, dairy products, produce. Features the new low-operating-cost atomized air with directional flow.



Model 2906 Multiple Deck has two refrigerated shelves plus non-refrigerated mirrored top deck. 6 feet long and designed for joining any number in line for continuous display.



2508M Open Self-Serve Case provides a sales-building, easy-to-reach display for frozen foods and ice-cream.



is FIRST AGAIN with
a NEW refrigeration method

that CUTS your customer's costs and BUILDS extra profits for you

Here is a new refrigeration idea that is hotter than a firecracker . . . that offers new sales possibilities and new profits for you. The new Sherer line of open self-service display cases gives your customers unheard of economies. They maintain perfect temperatures using only a 1/2 H.P. condensing unit. Look at the sales advantages this gives you.

NEW SAVINGS IN H.P. REQUIREMENTS

A new scientific coiling system* controls and regulates the air flow through the case to eliminate spillage. Cooled air is recirculated without loss. Constant food-preserving temperatures are now maintained with a 1/2 H.P. Condensing Unit (in a 90° room) instead of usual 3/4 to 1 1/2 H.P. Unit. This means savings in initial cost and savings in electricity up to 30%.

LESS RUNNING TIME

Even with a 1/2 H.P. condensing unit, far less running time is necessary to operate Sherer cases with this amazing new coil-

*Pat. applied for

ing system thereby effecting additional savings in electrical costs and less machine wear.

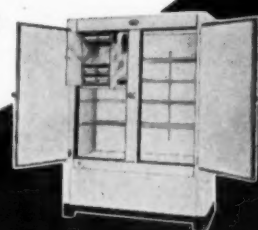
ATOMIZED AIR WITH DIRECTIONAL FLOW ELIMINATES PRODUCT WASTE

Crisp, cold air with proper moisture content is continuously circulated over, under and around all merchandise. This eliminates shrinkage and waste and increases the "buy-me" appeal of the contents.

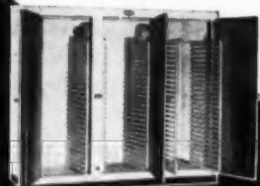
ADD THIS TO THE TIME-TESTED ADVANTAGES OF SHERER CASES

Sherer products have long been known for eye-appealing design, profit-building display and dependable construction. Their inherent quality helps to build dealer reputations. They have a competitive price and a profit-making mark-up. *That's why it pays to be a Sherer Dealer.*

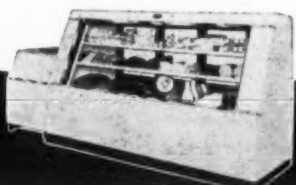
Investigate the important money-making features of the COMPLETE Sherer line.



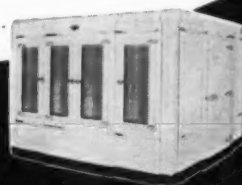
30-21M Refrigerator has ice-maker coil with 192 cube capacity. Zero storage up to 60 lbs. of frozen foods. 11 models from 20 cu. ft. to 70 cu. ft. capacity.



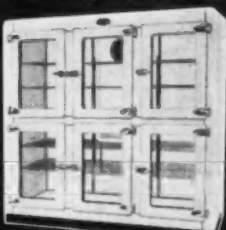
Retardo, designed specifically for retarding dough, also serves as a general storage or salad refrigerator. Holds dough up to 72 hours.



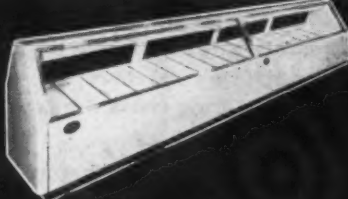
1700M Delicatessen for display of cold meats, baked goods, dairy items and salads—5 ft. and 7 ft. double duty models.



Walk-in Coolers, porcelain clad or plain, in many sizes.



500C case for Continuous display, extra depth, extra visibility. Easy to work from.



UL2200M Meat Display Case has unique lighting arrangement that spot-lights the entire display area on both shelves. Also available without housing and unit.

70-6G Glazed door Refrigerator, a maximum capacity reach-in. 14 square feet of "show-window" space for displaying perishables under refrigeration.

SHERER-GILLET COMPANY MARSHALL, MICHIGAN

dealers: Sherer has the products, the prices, the name and the promotion to make '50 a better year for you.

Send Coupon Today For Complete Information on Available Franchises.

Name _____
Address _____
City _____ State _____

Lack of Cellophane May Hit Self-Service--

(Concluded from Page 1, Column 3) ager, and C. K. Litman, vice president of Koch.

On the panel representing distributors were H. B. Adams of Tampa, Fla.; Barnett Berch of Long Island City, N. Y.; I. Rosenberg, Jr., of Pittsburgh, and I. W. Shell, Chicago. C. S. White of Cincinnati, president of NCRSA, was moderator.

TWO PROBLEMS: SHORTAGES AND DIRECT SELLING

After the preliminary points were laid down by the panel members—which outlined more or less what the manufacturers expect of distributors and vice versa—the general discussion that followed was primarily concerned with two problems: immediate prospects of material shortages, and how to compete with ice cream companies and food wholesalers in sales of equipment, including the inevitable question of direct sales to chains.

As for national shortages, the manufacturers indicated that they considered curtailment would probably occur, perhaps by the first of the year. The obvious answer will be allotments to distributors based on previous sales and the potential of the territory.

What's to be done about the other problems under discussion was left pretty much up to the distributors, the manufacturers pointing that they cannot turn down sales if they're to stay in business, and that they are restrained by law from taking action on some aspects of the problem.

Some distributors, however, felt that as their own firms grew in size they could offer services and other

advantages that would overcome this problem. Others, however, thought that legal action might be instituted through the Federal Trade Commission.

One of the speakers at the convention was James A. Horton, director of the FTC's Bureau of Industry Cooperation, who outlined "Trade Practice Conference Procedures" for setting up rules to guide trade practices.

His suggestion to the members who questioned him specifically regarding the problem of ice cream companies' sales or gifts of cabinets to their customers was to assemble all the facts of alleged violations of existing laws and turn the data over to FTC, which would then investigate if the facts appeared to warrant such action.

"The Manufacturer's Role in Bringing About Greater Sales" was discussed by C. V. Hill, Jr., vice president of the C. V. Hill & Co., Inc., who declared that the manufacturer, in his opinion, has three major duties: to guide or assist the distributor in financing sales and floor-planning; to produce a good product that anticipates future changes, and to help the distributor to promote sales in various ways.

DEALERS HANDLING WHOLE JOB SELL MORE EQUIPMENT

In the matter of improving sales, another talk approached this from a different angle. Russ Maintain, president of Maintain Store Engineering Service, Boston, told the group that "refrigerator dealers who sell non-refrigerated display equipment and who plan complete stores sell many

times more refrigerated equipment than dealers who sell merely cases." Details of his talk as well as the others, including the panel discussion, will appear in future issues of the News.

Changes in by-laws which would bring the structure of the group in line with usual association practice were adopted during the convention.

In the annual election of officers I. Rosenberg, Jr., Refrigeration Equipment Co., Pittsburgh, was chosen president. Frank D. Stella, F. D. Stella Products Co., Detroit, is first vice president; I. W. Shell, Lee-Shell Co., Chicago, second vice president, and John Poth, A. C. Wicke Mfg. Co., New York City, treasurer.

Directors for three years will be Neil Herman, Allied Store Equipment Co., Minneapolis; Nat Silverstone, Silver-Stahl Corp., San Francisco; and Joseph A. Legasse, Legasse Refrigeration Co., Boston.

As directors for two years: H. B. Adams, H. B. Adams Refrigeration, Inc., Tampa, Fla.; Richard E. Rudolph, Super-Cold New York Co., Inc., Philadelphia; and George M. Wiedemer, Cable-Wiedemer, Inc., Rochester, N. Y.

Directors for one year: Barnett Berch, the Schultz Co., Long Island City, N. Y.; Simon Heselov, Store Engineering Service, Youngstown, Ohio; and Robert B. Weston, Weston Sales & Service Co., Pittsburgh.

Serving as an advisory committee will be the three past presidents of NCRSA, W. C. Bader, Russ Maintain, and C. S. White.

Part of the entertainment for the convention including a cocktail party preceding the annual banquet was sponsored by the local New York organization, the Commercial Refrigerator Distributing Association, Inc.

Tribute to Carrier--

(Concluded from Page 1, Column 4)

nation's greatest sources of strength. It is the portrait of a man who never thought of ceasing a relentless search for "the better way" of designing, perfecting, and producing the things that have made the United States the greatest and most prosperous nation in the history of mankind.

One of his associates pointed this characteristic out in a poignant manner when he related that the last time he had seen "The Chief" had been at the latter's home (where he had been ordered to rest most of the time) with Dr. Carrier sprawled on a divan still busy with his famed 20-in. slide rule and literally covered with papers carrying calculations that were aimed at the solution of some problem.

He found it difficult to put the matter of "finding the answers" out of his mind even when he set out to relax in the type of recreational activities that he enjoyed. He loved to hunt, and Buddy Slater, Carrier dealer in Memphis, a favorite hunting companion, relates this story.

"We purposely didn't keep much writing paper around at the hunting cabin so he wouldn't have much to work with, but I can remember the time when he got to thinking and working on a problem on one of those trips and he not only filled up all the edges of newspapers with figures, but actually sought out some places on the walls of the cabin that would be suitable for figuring."

Dr. Carrier was the type of man to whom this country owes much—and it can repay that debt by maintaining the kind of government and kind of thinking that made it possible for him to be the kind of man that he was.

How Freezer Tax Applies--

(Concluded from Page 1, Column 5)

clude dealer and distributor inventories from the tax. But manufacturer's warehouse stocks and goods on consignment on which the manufacturer has the right of possession on Nov. 1 will be covered by the tax.

2. The tax applies to manufacturers only. They have the right to pass along the tax in any manner desired. They can include it or "lose" it in the selling price. Or it can be shown as a separate item.

3. The 10% applies to the manufacturer's selling price, whatever it happens to be in individual circumstances. Thus, if the manufacturer has a sliding scale of prices to different accounts, such as distributors, sub-distributors, key dealers, etc., the amount charged as excise tax varies accordingly.

However, when the manufacturer sells a home freezer at retail, he will not charge the tax on the full retail price but on the price he would charge for the smallest wholesaler lot.

W. Vernon Brumbaugh, executive secretary of the Refrigeration Equipment Manufacturers Association, declared that he has invited the Bureau of Internal Revenue to send a representative to the Rema-Rewa joint meeting at White Sulphur Springs, W. Va., Nov. 2-4.

He said that this would give freezer manufacturers a chance to conduct a round table discussion on the subject with the tax authorities to give both a clearer picture of the situation.

Walters, Taylor Get New Posts at Hotpoint, Inc.

CHICAGO—Hotpoint, Inc., has announced that Fred J. Walters, vice president for marketing, has been appointed defense coordinator for the firm and Edward R. Taylor has been promoted to the position of general sales manager.

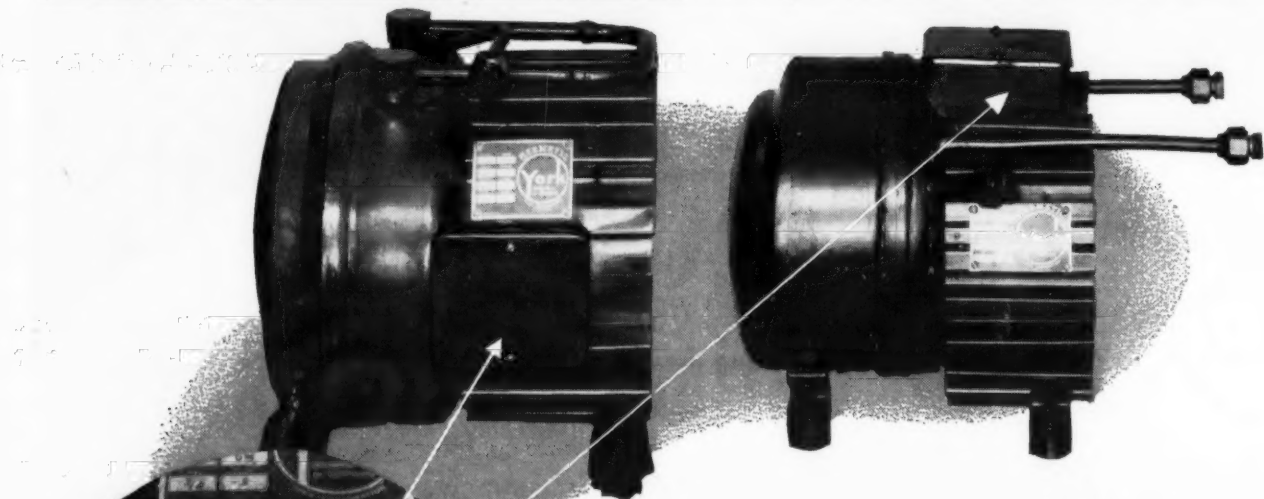
Walters will be chairman of the defense contracts committee. Taylor, who was formerly sales manager, will also supervise marketing activities in his new post.

John F. McDaniel moves up from assistant sales manager to succeed Taylor as sales manager.

Emil Mack, Asst. Sales Mgr. of Vilter, Dies

MILWAUKEE—Emil H. Mack, 61, assistant sales manager of The Vilter Mfg. Co. here, died Oct. 11 in a Milwaukee hospital.

A native of St. Charles, Mo., Mack had been associated with Vilter for 40 years. He was a member of the Engineers' Society of Milwaukee and of the Refrigeration Engineers' Society of Milwaukee.



KLIXON

Dome-Mounted

PROTECTORS

Help "YORK" Maintain Air Conditioning By Preventing Motor Burnouts

Illustrated at left, is one of the York Corporation Residential Air Conditioners. Compact, easy to install, this new model permits low cost air conditioning of both new and existing homes.

To safeguard the motor against possible burnouts, York specifies and uses Klixon Dome Mounted Protectors in their hermetic units.

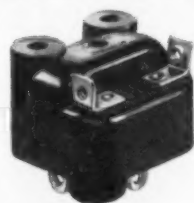
Installed on the dome where it can follow every temperature change, the Klixon Protector prevents the motor from burning out by cutting "off" the power should the motor become dangerously overheated. Then when it cools sufficiently, the protector snaps the power "on" again permitting the hermetic unit to maintain refrigeration. The result to manufacturer, dealer and user... less repairs and replacements, less service calls plus long-lived operation which assures customer satisfaction.

Protect your compressor motor, whether hermetic or open type, by using and specifying Klixon Protectors on all units.

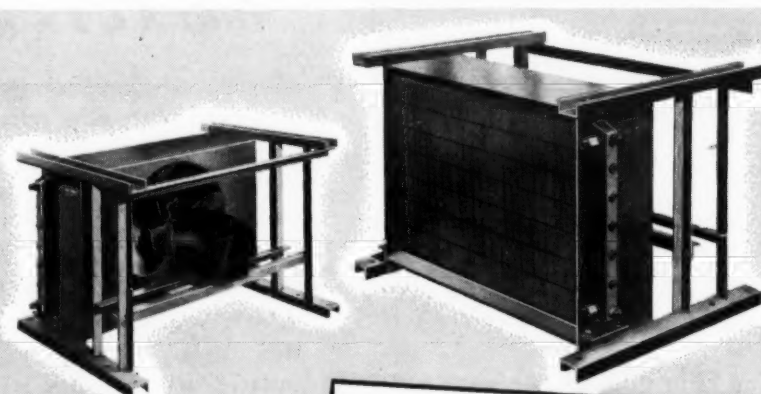
KLIXON

SPENCER THERMOSTAT
Division of Metals & Controls Corporation
2410 FOREST STREET, ATTLEBORO, MASS.

KLIXON MOTOR STARTING RELAYS



These dependable relays complete the combination for starting and protecting the motor. Their positive action and long life eliminate starting troubles. Used and recommended by leading Refrigeration manufacturers.



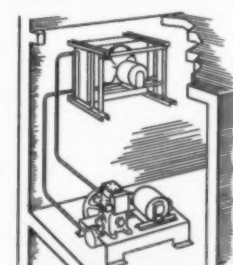
heat-x

Combination AIR and WATER COOLED CONDENSERS

- COMPLETE WITH FAN AND MOTOR
- WITH CLEANABLE WATER TUBES
- CAPACITIES 1/4 to 5 H. P. (MODELS RAWC)

Here it is: The modern solution to the refrigeration condenser problem. Installation is completely flexible... with mounting in the most convenient location. This makes it easy to assure ample air supply.

Independent of emergency failure of either water or air supply.



Reserve capacity always available.

Pays for itself in Water saving

Rugged framework provides for either floor or ceiling mounting. Oversize motors and fans will handle external static pressure if air ductwork is required.

Write Dept. AC
for Specification Sheet

THE HEAT-X-CHANGER CO., INC.
250 East 43rd Street, New York 17, N. Y. • Brewster, N. Y.

How Much Use Do Lockers Get?

Iowa Survey Shows Town Patron Averages 120 Lbs. Of Meat Storage, Rural User Stores More Vegetables

AMES, Iowa—A survey of frozen food locker plants in Iowa has revealed that there are 293,410 lockers in that state and that 71% of all Iowa locker plants have less than 400 lockers each.

Those plants with less than 400 each account for 47% of all lockers, while plants with less than 200 lockers per plant account for 10% of the state's total lockers.

The survey, on which tabulations and summaries were released early in October, was conducted by state agricultural experiment station authorities here, in a study whose purpose was to determine "the place of frozen food locker plants and home freezer units in the slaughtering, processing, distribution, and consumption of meats." Figures made public cover only the locker plant portion of the experiment station's investigation.

Total number of locker plants in Iowa is not stated in the station's report. After compiling the list, plants on it were arranged according to (1) number of lockers in the plant; (2) type of ownership; and (3) size of town in which plant was located.

WHO WAS INTERVIEWED

A random sample of 58 locker plants was then drawn on the basis of these three stratifications and owners or managers of the 58 were personally interviewed, along with 231 locker patrons, 225 home freezer owners, and 186 former locker patrons.

The sample of 58 locker plants included 28 individually owned plants; 15 operated as partnerships; 13 as cooperatives; and two by corporations. The 58 sample plants had a total of 20 branches and, of these 78 plants, 51 offered the complete service of storage, processing, and slaughter; 13 offered storage and processing service only, and 14 other locker plants offered nothing but storage.

The 58 sample plants contained 29,197 lockers, ranging per plants from 131 to 1,600 and averaging about 503.

WHAT THE REPORT SHOWED

The report notes that in 1948, locker plants containing less than 200 lockers accounted for 25% of all locker plants in Iowa and it adds that "although there is a tendency for the average size locker plant to increase, many of the most recently opened plants have less than 400 lockers."

Total depreciated value of investment in the 58 sample plants ranged from \$2,000 to \$70,000 and the weighted average investment per locker was \$35.46. Larger plants tended to have higher investments per locker than the small plants, due, it is pointed out, to high building costs in recent years.

About two thirds of the sample plants were operated in conjunction with another business enterprise, the most common of which were meat markets, grocery stores, and creameries. Cooperative associations most commonly operated their locker plants in conjunction with creameries.

HOW THE RATES AVERAGED

Locker rental rates for a standard 6-cu. ft., door-type locker averaged approximately \$11 per year; rate for drawer type was \$13 per year. Average processing rate per pound was: cutting, wrapping, and freezing, 2½ cents; curing and smoking, 5½ cents; rendering lard, 3.1 cents.

The sample plants, continues the report, purchased 3,121 cattle and calves and 1,174 hogs locally, slaughtered them and sold the meat to their locker patrons. Patrons stored beef from 13,881 locally produced

and slaughtered cattle and calves in these 58 plants. Patrons also stored pork from 25,267 locally produced and slaughtered hogs.

Approximately 58% of all meats stored by town locker patrons was purchased direct from local farm producers, the average being 120 lbs. per town patron. Rural patrons, on the average, stored 175 lbs. per person, most of this being produced on their farms.

However, locker plants reported that sales of meats, especially beef, to locker patrons was increasing. Several plants sold bulk processed fruits to patrons who repacked it to suit the family's needs and stored in their lockers.

Only 70% of rural locker patrons reported the storage of fruits and vegetables, the average being 74 lbs. per family.

Frozen Foods

1. Potatoes Out In New Forms

NEW YORK CITY—Frozen French fried potatoes, frozen mashed potatoes, and frozen potato pancakes are a few of the means now being used to revive the U. S. consumer's gradually declining appetite for the spud, a food feature in the current issue (out Oct. 24) of *Look* magazine points out.

These new processes, the magazine indicates, makes the potatoes easier to prepare for the table.

2. Store Does Its Own Freezing

ALBANY, N. Y.—Instant frozen foods have been introduced to this area through the newly-opened Males Supermarket, Inc., at 1155 Central Ave.

A special freezing unit in the store enables Adam W. Males, proprietor, to freeze and package meats and vegetables while the customer waits.

Self-Serve Dairy Dept.

Seen Big Source of Profit For Storage Space Used

NEW YORK CITY—The self-service dairy department earns more money per square foot of space occupied than any other section of the grocery store, Milton Fairman, public relations director of the Borden Co. here, recently told the Florida State Association of Retail Grocers.

Citing results of various surveys, Fairman informed the grocers that when self-service cases were installed, dairy product sales jumped as much as 73%.

To indicate the importance to the grocer of a self-service dairy department, Fairman stated, "Seven out of 10 American housewives consider milk the most essential food, and the last they would cut down on if they had to reduce food expenditures."

"But fresh milk is perishable and bulky. It cannot be stored by the housewife. This means that milk

draws more people into your store—more often—than any other food that you sell.

"The turnover on fluid milk averages about 306 times per year as compared with a turnover of 14 times a year for general grocery merchandise. This rapid, dependable turnover means no losses on inventories, means greater gross profits on milk."

He noted that cheese has a concentrated value because high dollar values of cheese can be displayed in a small space and is a tie in item with other foods.

Hollingsworth Covers 3-City Area for General Controls

GLENDALE, Calif.—General Controls, Inc., here, has announced that R. D. Hollingsworth has been appointed to cover the Cleveland, Buffalo, and Cincinnati trade territory, specializing in the firm's line of refrigeration controls.

Hollingsworth will work out of the Cleveland branch office and will call on dealers, wholesalers, and manufacturers, J. F. Ray, vice president in charge of sales, declared.

Winning Combinations



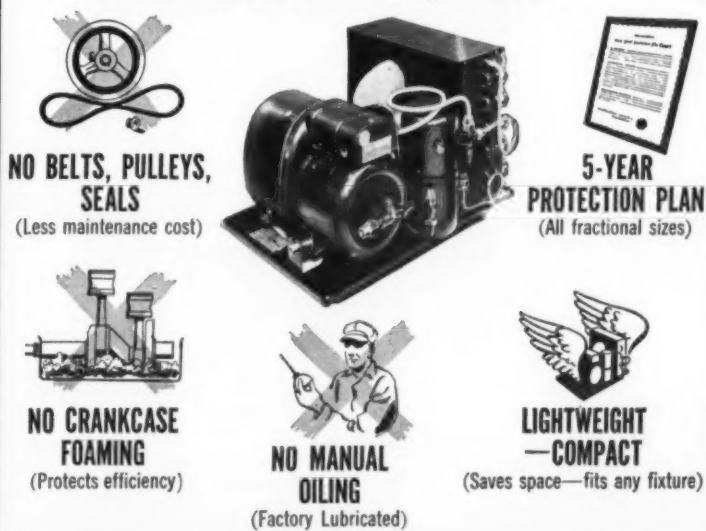
LOUIS PASTEUR AND HIS LABORATORY... The world owes a debt of gratitude to Louis Pasteur and his long hours of toil in the laboratory. Among the many important discoveries of this famed, 19th century French chemist was his Fermentation Theory from which the principles of pasteurization were developed... the principles which today help to preserve milk and to safeguard the health of human beings throughout the civilized world.



ELECTRIC REFRIGERATION FIXTURES

powered by **SERVEL SUPERMETIC!**

Power your fixtures and your sales story with these sales-winning features...



Today, an ever-growing number of electric refrigeration and air conditioning equipment manufacturers are depending on Servel Supermetic Condensing Units to safeguard the performance of their fixtures, to assure customer satisfaction.

They know that wherever "Powered by Supermetic" equipment is sold, it carries a "Grade A" rating. Supermetic's dependable, trouble-free performance has long rated high with dealers and customers alike. And now Servel's popular Five-Year Protection Plan, covering all fractional-size models, is daily winning new praise for Supermetics... daily gaining new prospects and bigger profits for manufacturers and their dealers everywhere.

Under this positive protection plan, the interests of both the manufacturer and the customer are served and safeguarded. The manufacturer is relieved of carrying a costly inventory of parts and replacements, of maintaining an expensive field service operation. For, whatever his need, the customer deals quickly, conveniently, through his local sales-service outlet, with a near-by Servel authorized wholesale parts supplier.

Find out today how a combination of your fixtures and Servel Supermetics can win you new customers, build bigger profits. For full information, write Servel, Inc., Electric Refrigeration Division, Dept. A-102, Evansville 20, Indiana.

Servel SUPERMETIC
Models for every electric refrigeration and air conditioning use... 1/4 to 5 H.P.

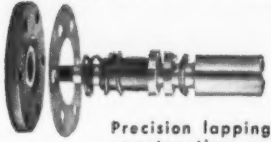
In the Spotlight:

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FREEZERS •
MILK COOLERS •
COMMERCIAL
REFRIGERATION

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dealership Franchise Availabilities
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EFFICIENCY
USE
CHICAGO SEALS AND
VALVE PLATES



Precision lapping, superior construction and simple installation make Chicago seals ideal for replacement.



Only Chicago valve plates have replaceable seats. Replacements for over 340 compressor models.

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Get Out of Trouble!
Stay Out of Trouble!
with **ICE MAKER**



a Filtrine
"Taste-Master"
Demineralizer

FILTRINE MFG. CO. • BROOKLYN 5 • N.Y.



TUXEDO RENTALS have increased considerably since the Bradley Clothes shop installed this 10-ton air conditioning unit. Customers no longer object to the fitting necessary to assure proper appearance.

Air Conditioning Ups Tuxedo Rentals

PHILADELPHIA — Air conditioning has not only boosted sales of men's furnishings at the Bradley Clothes shop here but it has also stepped up trade in tuxedo rental business, Robert Bien, manager of the store, testifies.

Not long ago, the store had a 10-ton General Electric packaged air conditioning unit installed in the rear of the formal dress fitting room. Ductwork was run along the ceiling from the unit to the retail sales area in front.

CUSTOMER AND CLERK COMFORT

"Air conditioning in our retail store has helped to double our sales," manager Bien declared, "because of the comfort it offers to customers and clerks during hot weather."

Bien has found that 85% of Bradley's customers can be sold extra merchandise if they will remain in the store under comfortable conditions.

For instance, during the warm weather, the store does a tremendous business in slacks and light summer pants. These same customers might be interested in light weight suits, but, without air conditioning, they feel too warm to try one on.

"When it was warm in the store, we couldn't get a customer to try on a jacket no matter what quality of merchandise we had or the price offered," Bien declared.

"But with air conditioning, these same customers are willing to put a jacket on for a fitting. If we can get customers to try on jackets, then we know we have changed their minds from just a pair of slacks to a tropical or light weight suit. It is just a matter of proper suiting then to make a sale."

Accessory items, such as belts, shirts, underwear, and ties have also moved more quickly since the air conditioning was installed.

SUMMER RENTAL BUSINESS

What comfort cooling has meant to the tuxedo rental business was also described by Bien. He said that a major portion of his rental business is conducted during the summer for weddings, dances, and other formal occasions.

The store has also made it a practice to outfit entire parties, which meant that there might be 45 people in the rental section at one time waiting for a fitting.

"When these groups congregate," Bien said, "it is easy to see what restlessness and difficulty we experi-



A. M. SCHMITZ



JOHN F. ZUBROD



PAUL A. HUNKER

enced. Most of the party would rather wait outside the store. This meant that we had to go out and call them when their turn for a fitting came.

"Sometimes the customer would go home and say that he would come back another time. Others would go off to a nearby drugstore. All this slowed us up and made it hard to outfit a large party quickly and easily."

CLERKS SOUGHT RELIEF

"In addition, the employees would work hard and perspire freely. They would tire quickly and couldn't wait to get the party out of the store so they could have some relief."

Bien declared that, with air conditioning, all this has stopped. "Men waiting for a fitting are pleased to relax in chairs and read newspapers. There is less unnecessary movement in this department and those being fitted as well as the tailors can move about freely to get the job done better and more quickly."

As a result of this, Bien said that satisfied customers have spread the word around that fittings can be made in comfort at Bradley's and business has picked up as a result.

Normally, a 10° differential between outside and inside temperatures is maintained. The differential is lengthened, however, when large groups are in the store.

Check Screens, Filters First, Air Conditioner Producer Warns

PHILADELPHIA — Restricted air passages and clogged air screens and filters are common causes of service complaints with air conditioners that all too often may be overlooked by the serviceman, cautions Ed. Barth, service manager of Philco Corp.'s refrigerator division in a recent bulletin.

"There have been numerous cases where complete units have been changed due to the air screens being clogged and the filters clogged," he declares.

"When checking an air conditioner for efficiency of operation make sure the first thing you check is the air flow passages that there are no restrictions in them, that the insulation has not fallen down obstructing the air passageway, and that all air screens are clean and free and that the filters are not clogged."

"It is also advisable to follow closely the approximate wattage readings which are given in the service manual in checking air conditioners because high wattage draw after the air conditioner has been operating will show up and one of the most common causes of this is a restriction in the air flow paths."

"We believe if you will follow these basic servicing procedures the next time you are called to service a Philco air conditioner that a lot of valuable time will be saved and the servicing can be accomplished very quickly to the customer's satisfaction," Barth states in the bulletin.

Zubrod To Aid Gen. Mgr.; Schmitz, Hunker Named To Field Posts at Servel

EVANSVILLE, Ind.—Two promotions and one addition to the field sales organization of the electric refrigeration division of Servel, Inc., have been announced by O. J. Dail, general manager of the division.

John F. Zubrod, formerly manager of the applications engineering department, has been promoted to assistant to the general manager. A. M. Schmitz, northeastern district manager, has been promoted to manager of the applications engineering department. Paul A. Hunker has been appointed district manager for the northeastern territory.

Zubrod joined Servel as an applications engineer after his graduation from Purdue university in 1933. He became manager of the applications engineering department in 1940. From 1941 to 1946 he served with the U. S. Air Corps, and held the rank of lieutenant-colonel at the time he was discharged.

Schmitz joined Servel's field organization in 1928 as a service engineer. Since 1946 he has held the position of northeastern district manager. He will move from Albany, N. Y., to make his headquarters at the factory in Evansville.

Hunker has been engaged in various engineering and sales activities with manufacturing and wholesale firms for the past 20 years. Most of that time was spent in the eastern section of the country.

In his new position, he will represent Servel in an area made up of the states of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, northeastern Pennsylvania, and northern New Jersey. His headquarters office address will be Servel, Inc., 51 E. 42nd St., New York City.

ROME-CONDENSER ★ Jointless Type ★



Rome Water Cooled Condenser Coils insure trouble-free condensing equipment. Used by leading compressor manufacturers.

ROME-TURNEY RADIATOR COMPANY

322 CANAL ST.
ROME, N. Y.

When you need equipment, tools or refrigerants in a hurry, he has them all in stock waiting for you

When your is tied up don't worry—he'll trust you

When you want help with a knotty installation problem, he usually has the answer

When you seek information on new developments, price changes, or which is best to use where—he's got it at his fingertips

Whenever you need help of any kind, he's a mighty good man to know—because every ALCO Wholesaler is carefully selected to give you just as fine service as ALCO Valves do—to help build your business bigger.

when you're in need
he's a friend indeed—

CALL
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Ga. Station OK's Aluminum Foil for Wrapping Products To Be Kept In Freezer

ATLANTA—Food processing specialists at the Georgia Agricultural Experiment Station are recommending plain aluminum foil, gauge .0015, as a satisfactory material for packaging products stored in home freezers and frozen food lockers, if the aluminum foil is properly used. Investigations to find ways for increasing the storage life of frozen poultry are also reported on in the Georgia station's annual review of activities for 1949.

Before approving aluminum foil, hundreds of laboratory tests were run and packaging materials from practically all available sources were evaluated. This foil, the report states, "practically eliminated drying out of the product, greatly reduced oxidation and was no more expensive than many less effective wrapping materials."

It was found, continues the report, that under locker plant conditions, beef and pork could be cut into the usual cuts, wrapped in aluminum foil, over-wrapped with plain paper

and taped, for 75 cents per 100 lbs. of meat. For most economical use the "confectioners wrap" was preferred, after which an over wrap with plain kraft paper should be used.

"Because of the high conductivity of aluminum foil," says the report, "poultry or meat wrapped in it froze faster than when wrapped in papers. By opening the package, but leaving the foil around the chicken during cooking, less cooking time was required. If the foil is of proper weight and used to avoid tearing, it may be reused for wrapping meats or for other household purposes."

PACKING LIQUID PRODUCTS

For packing liquid or semi-liquid products for freezing, the station workers found wide mouth glass jars and lacquered tin cans with slip-over lids, or all plastic cartons to be very good. They effectively protect the products from leakage and deterioration and it was pointed out that, since these containers

could be used over and over, lower costs would result.

In the other investigation to find ways for increasing storage life of frozen poultry, it was determined that much of the dissatisfaction with frozen poultry in freezer locker plants is due to development of staleness in livers.

Storage life of different parts of a chicken varies widely, the report explains. White and dark meat may be held frozen in good condition for as long as 18 months, while giblets have a much shorter storage life. Due to the nature of chicken liver tissues, they acquire an undesirable strong flavor and aroma within a few months, with normal packaging procedures, so that when the livers are packed with other pieces the whole lot becomes tainted.

By using an anti-oxidant with better packaging it was determined that storage life of frozen chicken livers can be doubled, from the usual three months to six months.

"The storage life of the frozen

liver," says the report, "was increased two months by use of packaging materials that were 'skin tight' and which completely excluded the air."

"Storage life was extended another month by dipping the livers, before freezing, into a solution of 1% ascorbic acid. Storage life was extended a few weeks by holding the frozen product at -15° F."

TEST ANTI-OXIDANTS

The experiments were conducted by the agricultural station specialists in cooperation with commercial poultry freezing plants and with freezer locker plants in Georgia. Other anti-oxidants than the ascorbic acid are also being tested, it was stated.

By use of the anti-oxidant, coupled with good wrapping and low storage temperature, not only was the storage life of the livers doubled, but other pieces of chicken wrapped with the livers were found to be of better quality.

Production of Frozen Strawberries In Mexico Triples In Year, Exports Also Above 1949 Level

WASHINGTON, D. C.—Continued expansion of the frozen strawberry industry in Mexico is indicated by 1950 production and export figures reported by the Office of International Trade, U. S. Department of Commerce.

Production this year is estimated at 1,500,000 kilograms (1 kilogram equals 2.2046 lbs.), compared with 550,000 kilograms in 1949 and 175,000 in 1948.

In the first four months of 1950, exports of frozen strawberries totaled 669,138 kilograms, against 532,084 in the calendar year 1949 and 169,569 in 1948.

Kilogram value of exports increased from 1.13 pesos in 1948 to 2.07 in the first four months of 1949. (Average peso exchange rate in 1948 was \$0.1886 U. S. currency; on June 22, 1949, the peso was stabilized at \$0.1156).

The frozen strawberry pack is produced mainly during March, April, and May, with some packing being done in January and February, the OIT said. If the rainy season starts late, operations are continued through June.

The frozen strawberries are packed in 30-lb. cans for industrial use and in No. 10 cans (6½ lbs.) for the hotel trade. In the freezing process, sugar is added up to a maximum of 20%. More than 95% of output is exported to the U. S., with the cans being shipped in refrigerated railway

cars, it was stated in the report.

Strawberries are the principal frozen pack in Mexico, according to the OIT. The agency said three firms were in the field during the 1950 season. Experimental production of the product was begun by one firm in 1943, but it wasn't until 1948 that this concern exported substantial quantities. Another firm entered the field in 1949.

The only other fruits frozen in Mexico are pineapple, bananas, and papaya. They are frozen by a subsidiary plant of the largest strawberry producer located at Santa Clara, Mexico. This plant is experimenting with frozen lime puree.

Old Buffalo Appliance Firm Moves to Larger Quarters

BUFFALO—One of Buffalo's oldest appliance dealers, the Jos. R. Baldwin Co., Inc., 54 E. Genesee St., will move to a new and larger building on Nov. 1, according to Joseph Baldwin, president.

Baldwin said the company will have almost three times as much floor space in the new location which is 65 by 170 ft. The structure is two stories high.

The Baldwin firm has been engaged in business here for more than half a century and operates a branch store at 659 Ridge Rd., Lackawanna.

Standards Seminar for Small Mfrs. Slated for Jan. 22-26

NEW YORK CITY—To assist manufacturing concerns in the organization of their standardization work, a private five-day seminar, specially designed for company representatives, will be held by Dr. John Gaillard, mechanical engineer, American Standards Association, and lecturer at Columbia university.

The dates are Jan. 22 through 26, 1951, and the place is Room 501-A,

Engineering Societies' building, New York City.

The seminar will consist of 10 conferences, each comprising a lecture by Dr. Gaillard followed by round-table discussion of problems of interest to the conferees.

For details and registration write Dr. Gaillard at 400 W. 118 St., New York 27, N. Y., or phone him at ASA, Murray Hill 3-3058.

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Photo courtesy of the R. H. Bishop Company, Champaign, Illinois

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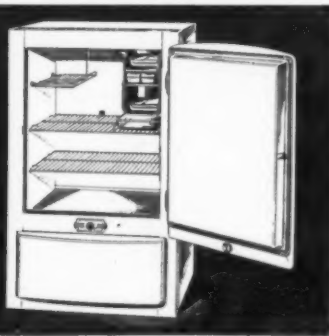
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INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

Serious, What?

Some years ago a publisher of Bibles announced that his next edition absolutely would be errorless. (This goal is practically impossible, especially when so lengthy a book as the Bible is concerned).

To make good on his boast he hired 24 extra proof-readers and 24 extra "copy holders" (who read the proofs out loud to the check-uppers). Many months passed before this superfine proof-reading task received a final O.K. from the Vice President in Charge of Perfection. Then the presses rolled.

Proudly the publisher presented the first copy of his "errorless" Bible to the President of the United States. Idly, the President turned to the first page of the first Book of the Bible: Genesis.

The President of the United States of America, "a man of the Peepul," broke down and laughed and laughed and laughed.

"What's so funny?" bridled the publisher.

"Your proof-readers . . . har, har . . . do love . . . har, har . . . baseball . . . don't they? See here, right on the first page and in the first paragraph . . . your 'errorless' editorion says: 'In the big inning God created . . .'"

How Corney Can You Be?

In the spring of 1949, the Boston Red Sox trained at Sarasota, Fla. Their exhibition games were enlivened by "music" from a local amateur band. Recruited from vacationers living in a trailer park, this band played before and after games and between innings, and all they asked was free tickets.

They sat just behind the Red Sox dugout. One day catcher Birdie Tebbetts heard the leader say:

"Okay, boys. Next number to be played will be 'The Stars and Stripes Forever.'"

"What?" came a voice from the brass section, "we just finished playing that."

Detroit's "Dizzy" Trout is one of the few baseball players who actually enjoys sojourning in a peaceful little one-horse town during the pre-spring-training period. On one of those drying-out periods spent at Arkansas Hot Springs, he was accompanied by a teammate who was noted for being a roving man-about-town. After two days and nights of doing nothing except witnessing the antics of pigs and chickens, Trout's "playmate" was just about ready to "blow his stack."

"I can't stand it, I tell you," the latter moaned, pacing restlessly up and down the length of the kitchen linoleum. "There must be some place we can go—some place where the joint's a-jumping."

"Oh, do you want to go out and do things?" chimed Trout innocently. "Gosh, why didn't you say so? I know just the place."

"Where?" asked his playboy

friend, trying to suppress his enthusiasm.

"Let's go over to the barber shop," laughed "Dizzy," "and watch the hair-cutters give the visiting 'suckers' a neat trimming!"

Add 'Babe' Ruth Stories

Ruth reached the pinnacle of baseball pay—\$80,000 a year—in a boom year (1929). The Depression which followed meant nothing to him. Apple-sellers, bread lines, soup-kitchens, and similar sad sights of those times he probably never noticed.

That Depression affected even the Mighty Yankees at the box-office, however; and before the 1932 season opened, Ruppert and Barrow mailed salary-cut contracts to their high-priced stars. All acquiesced docilely—keeping in step with the general depressed spirit of those days—except Ruth.

The Big Fellow insisted that he wouldn't sign for less than the \$80,000-a-year which he had been paid previously.

"But 'Root,'" expostulated Owner Ruppert, "that's more than the President of the United States gets!"

"Hump," grunted The Big Fellow, "he didn't have a good year last year like I did."

The Big Fellow got into politics one once—and accidentally, at that. He liked Al Smith, and he detested the Eighteenth Amendment to the Constitution and the Volstead Act.

In the midst of the hot Presidential campaign of 1928, which found Prohibitionist Herbert Hoover arrayed against Repealist Al Smith,



Not 5 . . . Not 10 . . . But 15!

KING AND QUEEN: Mr. and Mrs. Charles K. Hughes with their 15 children will be honored as the Refrigeration Family of the New England Convention of the RSES. A serviceman himself, Charles and his wife will be entertained as King and Queen for a Day. Note: There is not a twin in the whole crew.

ROLL CALL: Reading from left to right and starting with the back row: John, Alice, Geraldine, Helene, Mary, Francis, Charles, Jr., Ralph, Rosemary, Peter, Mrs. Hughes, Mr. Hughes, Thomas, Wilbur, George, Timothy, and Paul.

Ruth was on a barnstorming tour, playing cities, towns, and hamlets in the midwest Bible Belt. Before a game with a local pick-up team in a certain "dry" Kansas City, The Big Fellow was honored at a civic luncheon, and was requested to make a speech. He did so, and it went like this:

"This here's October something-er-other. In November something-er-other, let's all vote for my good friend, Al Smith, who'll give us back beer and likker."

The silence was deafening. People even got up and walked out, arching their backs.

"Zat how you feel?" croaked Ruth. "Okay, Nuts to you. I can lick any so-and-so teetotaler in the house, on accounta I train on likker every day!"

Footnote: Herbert Hoover won; but Prohibition lost.

Fred Haney, one-time Tiger third baseman, slammed out a home run in a Tiger-Yankee game when Babe Ruth was right at the peak of his career.

"I closed my eyes, swung, connected, and the ball had just enough carry to clear the fence," recalled Haney. "When Ruth came in from left field at the end of the inning, I said to him:

"Did you see that, Babe? You're not so hot."

"In the next inning Ruth hit one of the longest home runs of his career. It made mine look like a bunt. As he reached third, he paused and said in a stage whisper:

"'An' how do you like THAT one, kid?'"

To cap the story, it should be recorded that Haney's home run was the only one he lambasted all that year.

Names Meant Nothing to The 'Babe'

Babe Ruth was the Omega to Jim Farley's Alpha in the matter of associating names and faces. Farley was a phenomenon in that respect; Ruth was a total blank.

Take the time the Yankees opened a baseball season in Washington. According to custom, the President of the United States prepared to throw out the first ball. Obliging, Calvin Coolidge posed with The Babe for the capital photographers.

"Goin' to hit a home run today, Mr. Ruth?" Coolidge banded.

"Yes, sir, Mr., er, Mr. Mayor."

And then there was the memorable moment when Ruth was introduced to General Pershing upon the latter's triumphant return from Europe at the end of World War I. Pershing and Ruth were America's greatest idols at the time, and their meeting was properly ballyhooed.

Ruth had been coached for days to get this one name right. "General Pershing, General Pershing" was dinned into his ears by the hour.

So how did Ruth acknowledge Pershing's stiff greeting?

"Hi-uh, Er Uh. Whew! Hot, ain't it? Uh, golly, they tell me you wuz in the war. Izzat right?"

Some time later The Babe was shown a "spread" of pictures in a national magazine. This pictorial feature was devoted to the Sultan of Swat's storybook career.

Ruth pored over the pictures for awhile, grinned, lit a fresh cigar, and then pointed to one photograph of himself posed with a girl.

"Who's the dame?" he demanded.

It was his sister.

His obliviousness to everything but his main occupation, baseball, was evidenced in many absent-minded incidents. It was his custom, they say, to gulp a fast glass of bicarbonate of soda in the dressing room before each game (he had a daily hangover). On a hot afternoon in St. Louis a prankster tried to cross him up by substituting a glass of liquid soap and tap-water. Ruth downed it with relish.

"Ah-h-h," he belched. "That hit the spot." And he went out to hit a homer and three doubles.

From Venezuela via Ft. Worth, Tex., came Chico Carrasquel to the Chicago White Sox. Carrasquel barely had time to learn the pronunciation of "Fort Worth" before he found himself headed for the Big Time. The boy could hit, even if he couldn't speak or understand English.

The Pale Horse found him useful and promising in their spring training camp and took him along on their exhibition-game tour of the Southwest. At Ft. Worth, where Chicago had appeared briefly but spectacularly the previous summer, the fans were delighted to see him again. A local radio announcer rushed him to a microphone before the game began.

"We're proud of you," the announcer gurgled. "You're in the Big Leagues now, but tell us—what's the finest li'l ol' city in the world?"

The bewildered Carrasquel, who didn't understand a word of what was being said, blurted out the only English words he knew:

"Fort Worth."

It was with difficulty that the Sox management pried him loose from those dearly-beloved Texans after that. Practically had to kidnap their own rookie.

Last-Minute Addenda

Few Broadway shows have been so mysterious as "South Pacific." It's a sell-out every night, yet nobody you know ever seems to see it.

Clair Berry, travelling secretary of the Detroit Tigers, reports that he and his missus wanted to take in this out-of-the-world musical comedy, and that he called owner Dan Topping of the New York Yankees. For many years Topping has been one of New York's best-known patrons of the theater, and Berry figured Dan could get him tickets if anybody could.

Over the telephone the Yankee mogul was non-committal at first. Then he warmed a bit.

"It's practically impossible but I do think I can arrange to trade you two 'South Pacific' orchestra seats for George Kell, and 'Hoot' Evers," the Yankee owner promised.

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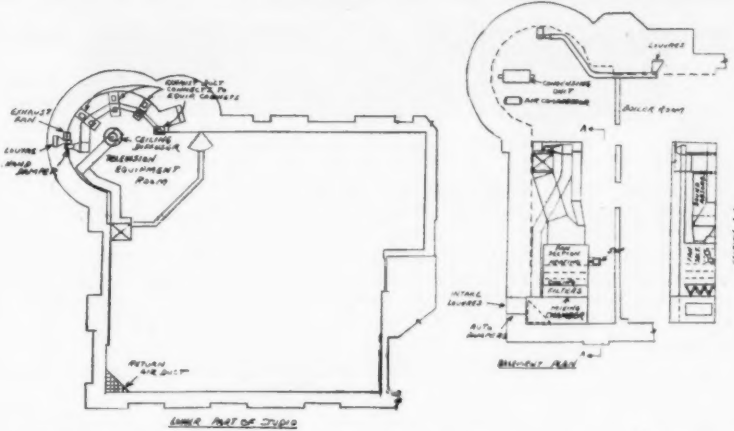
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PLAN VIEW of two areas of the U. S. Navy television studio shows placement of air conditioning equipment.

Air Conditioning TV Studio Offers Problems

Quiet, Draftless Air Diffusion with High Rate of Air Change Was Found Necessary

By F. Honerkamp, Chief Engineer, Anemostat Corp. of America

A television studio that embodies a number of unique features has been built by the U. S. Navy for educational purposes at Port Washington, L. I.

Air distribution presented a major problem—it was necessary to provide draftless diffusion in spite of the very high rate of air changes studio lighting load required. Not only that, number of diffusers had to be held to a minimum so as not to interfere with stage lighting grids and overhead catwalks.

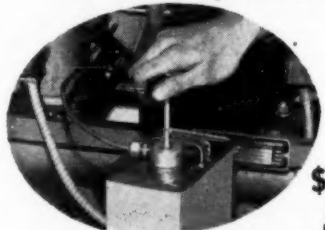
Mounting height had to be given careful study, too, in order to avoid air stream interference. Selection of proper size diffusers had a vital part in holding air noise to a minimum.

LOW SOUND LEVEL REQUIRED

Because the studio required an extremely low sound level, actually lower than the usual broadcasting studio level, sound absorbers of special design were installed in both the supply and recirculating air ducts. In addition, acoustically-lined ducts were extensively used, duct fittings and turning vanes were designed for minimum turbulence and low air velocities were specified.

In actual operation, a person can be within a few feet of a diffuser yet cannot tell when the system is in operation—this attests to the effectiveness of the sound absorption system.

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The air conditioning installation was designed for all year operation to meet the following requirements:

(A) Continuous ventilation of the studio, control room, spectators gallery, and equipment room.

(B) Cooling and dehumidification during summer operation.

(C) Heating during winter operation which would be switched automatically to cooling because of the very high lighting load.

AUXILIARY HEATERS USED

Auxiliary electric heaters under thermostatic control were provided in certain areas to maintain comfortable conditions with the refrigeration in operation. The installation was zoned for the studio, control room, and spectators gallery, each with thermostatic control.

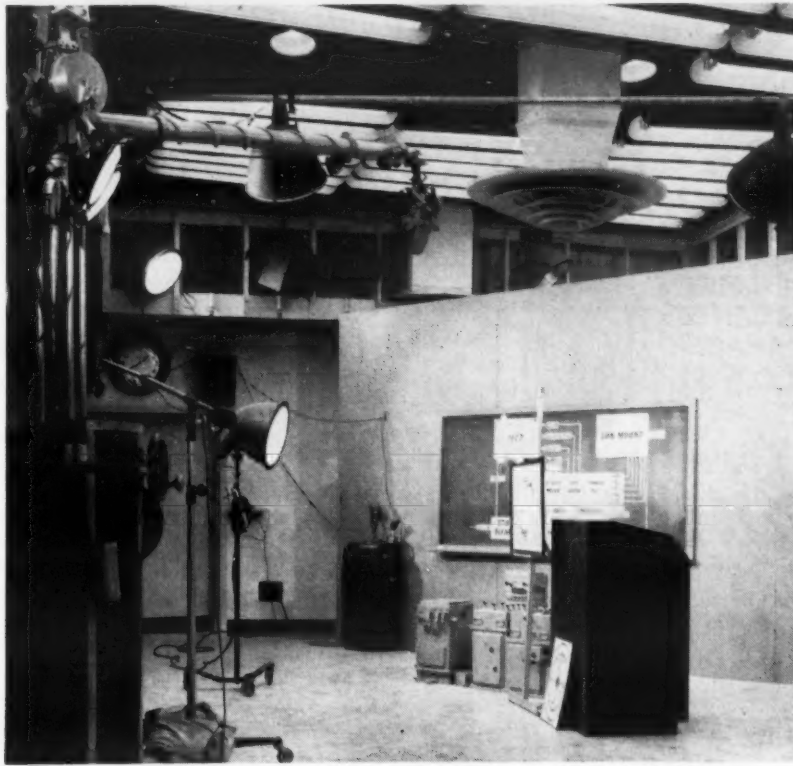
Perhaps the most extreme conditions to be handled by the air conditioning system at the Port Washington studio come in spring and fall. It is then that the studio is often cold on starting work so the thermostat calls for heat. After the lighting units are on for a short period, the temperature rises to a point where refrigeration is required in order to hold the level at comfort values.

Studio construction was designed by Arthur E. Ramhurst, Montclair, N. J.—architect; Fred L. Moesel & Associates, New York City, were consulting engineers on the project; and Balaban & Gordon, New York City, were the general contractors.

MULTIPLE LEVEL STUDIO

The new television studio at Port Washington occupies a tower-shaped corner of what was once the stables at Castlegould, huge estate of the late Howard Gould. The particular spot in the stables chosen for the studio proved to be ideal because the tower adapted itself to a multiple-level arrangement, including working area, operator's gallery, and observer's gallery.

Beneath the control room is another room in which auxiliary electronic equipment is housed in metal cabinets. The floor separating control room from equipment room is laid on Robertson Q steel corrugations. Wiring from auxiliary equipment cabinets to control consoles is



PHOTOGRAPH of portion of studio shows how diffusers were arranged to do the job and yet not hinder operation.

conveniently laid in these corrugations which serve a secondary purpose as conduits.

The equipment cabinets in the room below the control room contain a large number of electronic tubes which generate huge quantities of heat. In order not to burden the main air conditioning system with this waste heat load, a separate exhaust system was installed to dis-

charge the heated air directly to the outdoors, with a separate conditioned air supply to the room to maintain comfortable conditions.

The Port Washington installation is believed to be the first television studio to employ fluorescent lighting for base illumination. It probably is the first installation where the walls are covered with pierced transite over three layers of rock wool, graduated

in thickness. This arrangement has proved to have distinct advantages.

Total lighting in the new television studio at Port Washington adds up to 60,000 watts, exclusive of the control room and other auxiliary spaces. Under the combination of fluorescent and incandescent illumination, the U. S. Navy will produce programs which will include lectures, demonstrations, round tables, and dramatizations. Diagrams, maps, film strips, models, motion pictures, and other devices will be utilized.

MANY RECEIVE PROGRAMS

Programs will be received and utilized by Merchant Marine Academy, Kings Point, New York; by Naval Air Reserve Squadrons at Squantum, Mass.; Willow Grove near Philadelphia; Floyd Bennett Field, New York; Anacostia near Washington, D. C., and by a number of eastern colleges and universities.

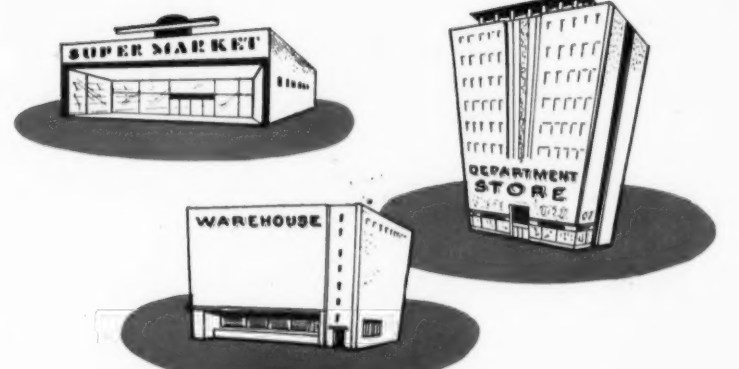
The Navy is also developing a television classroom for receiving the television programs at instruction centers. The layout will be designed for pre-fabrication in large numbers for operation in all types of locations. Tests will determine size and shape of room, seating arrangements, acoustic properties, room illumination, size of screen, and locations for microphones to be used by trainees in questioning instructors.

Cameras, communication equipment, monitoring consoles, slide and film projectors, fluorescent lighting, and large-screen receivers for the new Navy television studio were supplied by General Electric Co. Anemostat Corp. of America designed and built special "aspirating" air diffusers. Minneapolis-Honeywell Co. supplied the control system.

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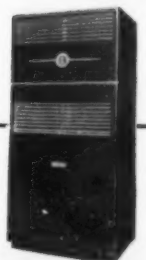
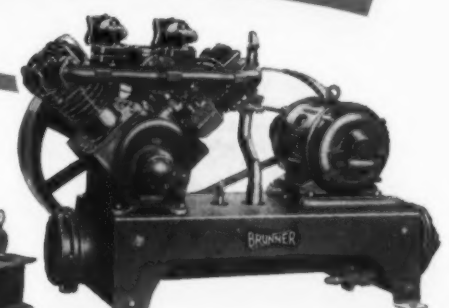
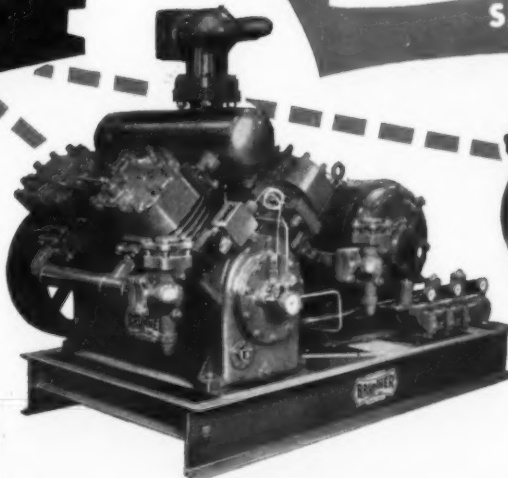
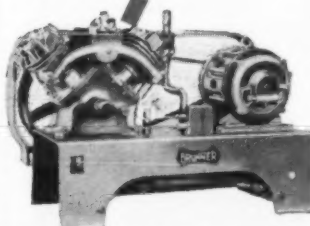
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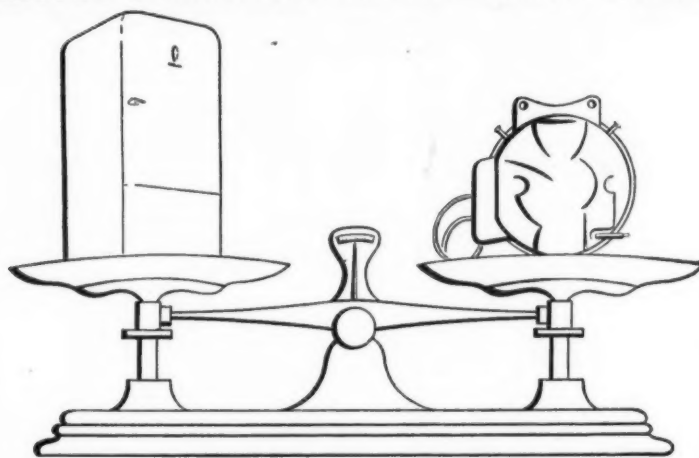
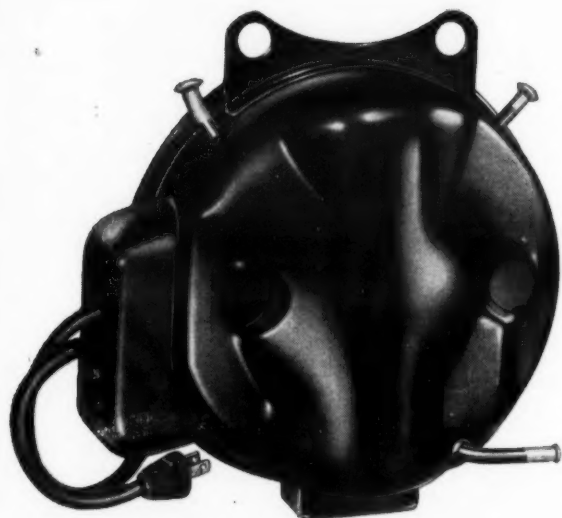
VOLUME 61, No. 8, SERIAL NO. 1,127, OCTOBER 23, 1950

"I have always felt that whatever the Divine Providence permitted to occur I was not too proud to report. The people are not served by pussyfooting, or by that sort of journalism in which nobody will ask who is the editor of a paper or the writer of an article, and nobody will care."—Charles A. Dana.

Do You Have 'One Foot In the Door'?

Balance

IN A DOMESTIC REFRIGERATOR IS ESSENTIAL
TO SUCCESSFUL OPERATION IN THE USER'S HOME



Balance
Balance

... of the hermetic unit capacity to the refrigerating system and cabinet are of prime importance.

... of the reciprocating and motive mechanism is necessary to quiet operation and freedom from vibration.

... but these two major elements of performance require a great deal of careful engineering in proper application of the compressor assembly to the evaporator and cabinet. Maximum refrigeration with minimum power and cost is the prime objective. Thus, one designer may achieve the same operating efficiency with a small unit that requires a larger unit in another similar product. Again careful balance is the answer.

1. Balance of the cabinet heat leak to the unit capacity by attention to: Proper insulation • Vapor barriers • Cabinet sealing • Tight construction and Good door seals.
2. Balance of the evaporator to the unit capacity by proper design for temperature and cooling. Size • Shape • Surface • Position • Baffling and Mounting.
3. Balance in the evaporator refrigerant passages to obtain • Correct refrigerant flow • Minimum refrigerant charge.

4. Balance in air flow over the motor compressor to • Maintain low shell temperature • Minimum motor winding temperature • Low oil temperature.

5. Balance of condenser to the compressor to obtain • Low operating head pressures • Adequate air flow • Minimum space.

6. Balance of the capillary tube to unit capacity to obtain • Proper restriction • Correct refrigerant flow.

The success in balancing the entire system, in a large degree, measures the customer satisfaction and appeal of the final product.

Tecumseh Products Company are in the best position of any manufacturer in the industry to give you the correct hermetic compressor for your application.

All of these combinations of bore, stroke and refrigerant give an unequalled versatility of displacement and capacity. There is a Tecumseh Hermetic to fit your application.

And—equally important—our engineering laboratories have the 'know how' to help you in proper balance of the unit to your evaporator and cabinet.

Write or wire today for complete information about these Tecumseh Hermetics.



The 1/9 H.P. Tecumseh compact compressor—for limited space application, but maximum performance and efficiency.



The internally spring mounted single cylinder compressor, supplied in all sizes from 1/8 to 1/3 H.P. in four bores and three strokes for either F-12 or F-22 refrigerant.



The Tecumseh twin, supplied in all sizes from 1/4 to 3/4 H.P. in four bores and three strokes for either F-12 or F-22 refrigerant.



TECUMSEH PRODUCTS COMPANY
TECUMSEH, MICHIGAN

EXPORT DEPARTMENT: 2111 WOODWARD AVE., DETROIT 1, MICH.

World's largest independent producer of compressors and condensing units for the refrigeration industry.

They Die Too Young

PICK up your daily newspaper. Scan the obituary notices. If you don't find that one or more young industrial executives have just died, it will indeed be unusual.

Many of these great losses to the business world could be averted if executives were given periodic health examinations. Witness the striking results of the regular thorough check-ups which the Air Force and the commercial airlines require their fliers to take.

It costs an industrial concern more money to train its executives than any other group. Their wise judgment must be born of long experience. Yet, many companies pay little heed to the health of their leaders. In recent years, there has been a growing awareness of this problem. Today, some 300 corporations offer their executives regular physical examinations. The experiences of these concerns in this matter dramatically point up the need for industrial health check-up programs.

In 1946, 718 General Motors executives underwent examinations. Of this number, 580 showed some pathology, 24% of which was related to diseases of the heart and circulation.

Examinations of 306 executives of Consolidated Edison Co. of New York revealed that 25% of them had major medical conditions. Most of these had to do with cardiovascular disorders and obesity.

Of 290 Standard Oil Co. executives examined, 200 needed medical attention. Many of their ailments were important and had a definite affect on their working ability.

Another company sent 89 executives to the Greenbrier Clinic in White Sulphur Springs, W. Va. Ailments were found in all but 11 of them, with 24 being overweight and 29 afflicted with some disorder of the cardiovascular system. Seventeen had symptoms of secondary anemia.

The Greenbrier Clinic, incidentally, has been conducting a unique health-examination program for executives since 1947. Idea back of the program, originally suggested by Edward Stettinius, is to entice more executives to take the time for an annual check-up by spiriting them away from the ordinary hospital and clinic atmosphere. The examinations at this resort clinic are thorough, indeed, extending even to the subject's habits and social and business problems.

Doctors emphasize that physical examinations must be taken regularly if they are to have any real value. Occasional check-ups are insufficient.

"It is only when disorders are found in very early stages," says Dr. Robert Page, medical director of Standard Oil, "that the proper corrective procedures will give favorable results and the true principles of constructive medicine can be applied."

More diseases than ever can now be detected in early stage through new techniques. For example, the "flicker photometry" tests developed by Drs. Ivy and Krasno seemingly can uncover early disease of the circulatory system much quicker than conventional methods. And a new way of discovering the existence of cardiovascular disease has been worked by Dr. John Gofman and his assistants.

The need for safeguarding the health of our executives is today more urgent than ever, with the nation now mobilizing. As one doctor put it:

"Executives who are working under tension owe it not only to themselves but to their country. Tools are available to keep the executive in production and out of the obituary column."

What To Do To Shut Down Commercial Air Conditioning Units for the Winter

CHICAGO—Some tips to air conditioning servicemen who may be called to shut down commercial air conditioning units for the winter months were recently published by the *Skilled Tradesman*, organ of the Commercial Trades Institute here.

The article gave this outline of what to do:

Commercial units "should first be pumped down. Then crack the receiver valve momentarily and let about 20 lbs. of pressure back into the low side. Make a note of this pressure, and if you are called on to put the unit back into operation next spring, all you have to do is check this pressure to determine whether the unit has been leaking on the low side during the winter months."

"Discharge service valve should be closed to prevent leakage back through the compressor."

"The fuses should be pulled in the main switch box to prevent someone from accidentally starting the unit. Sometimes the owner may want to operate the fan during the winter months, especially if there are heating coils in the unit."

"If the fan motor is fed through the fuses in the main line switch box, then you may have to leave these fuses in. In that case just disconnect the leads in the bottom of the switch box that go to the compressor motor."

"If the fan is to be used during the winter months, the fan and fan motor should both be oiled. Filters should be cleaned or replaced. Fan belt should be checked for tension and wear."

"Valves on water lines should be closed and if the unit is located where it might be subjected to freezing temperature, the condenser must be drained."

"It is a good idea to take a rag and clean all the dirt, dust, etc., off the motor, compressor, and condenser. This will please the owner and he will mark you down as a good workman."

"Last, but not least, caution the owner not to attempt to put the unit back into operation himself next spring. If he does, he is sure to get into trouble and probably cost himself several times as much as a good serviceman's charge."

Neiman, Kearns Named VP's at York-Shipley

YORK, Pa.—Charles A. Neiman, chief engineer, and John Kearns, general works manager, have been elected vice presidents in charge of engineering and production, respectively. S. H. Shipley, president of York-Shipley, Inc., announced recently.

Dean D. Barbor, formerly secretary and assistant treasurer, has been named secretary-treasurer of the firm, which manufactures automatic heating equipment.

E. A. Schaefer was elected assistant secretary.

Neiman has been with York-Shipley since 1942 and was promoted to chief engineer in 1946.

Kearns joined York-Shipley in 1942 as assistant to the executive vice president and was in charge of war production for the company. He became production manager in 1945 and general works manager in 1949. Prior to joining York-Shipley, he was associated with York Corp.

Pefef, Inc. Chartered In S.C.

GREENVILLE, S. C.—Pefef, Inc., here, has obtained a charter from the Secretary of State to sell air conditioning, refrigeration, and heating equipment. Paul A. Broady is president.

Marshall Directs Honeywell Commercial Sales In S. E.

MINNEAPOLIS—Jack A. Marshall has been appointed commercial division sales manager of the southeast region of Minneapolis-Honeywell Regulator Co., with offices in Atlanta.



J. A. Marshall

Marshall has been in Honeywell's Atlanta office four years as a sales engineer, following three years in the Navy. He attended North Fulton high school in Atlanta and is a mechanical engineer graduate of Georgia Tech, where he was captain of the football team and president of the senior class.

Trane's Erickson Dies

LA CROSSE, Wis.—Emil Herman Erickson, 74, vice president and director of The Trane Co., here, died Sept. 12 after a long illness.

As General superintendent, Mr. Erickson actively directed Trane's manufacturing operations until World War II. Joining Trane in 1918, he was largely responsible for the company entering the manufacturing field.

Tire Co. Opens Appliance Div.

DALLAS—Remington air conditioners, Gibson refrigerators, and other merchandise will be featured by the new appliance and television division of Wilkes-Dunagan Tire Co., which held grand opening Sept. 14 and 15 at 3115 Ross Ave.

Jack Wilkes is president of the company, and Jack Dunagan is vice president. Dale Wright is service manager, and Ted Dunagan is appliance service manager.

Plumbing Firm Adds York Line

CORPUS CHRISTI, Tex.—Announcement of the appointment of the C. C. Plumbing Co., 617 S. Staples St., as South Texas distributor for York equipment, was made recently.

Current Literature Available

To obtain further information on the literature listed below, please refer to key number preceding listing. Please use the "Information Center" form on "What's New" page.

Book Tells How Electronic Home Air Cleaner Works

—KEY NO. L-1041—

PITTSBURGH—The Precipitron electronic air cleaner for the home—a new model designed for straight through horizontal air flow—is described in a 16-page booklet now available from Westinghouse Electric Corp.

The booklet "Electronics Give You a New Key to Cleanliness in the Home," explains what the home precipitron is, how it works, and what it will do for the home owner.

One section shows how the home precipitron fits into new or existing ductwork and electronically traps dirt, dust, soot, and pollen particles passing through it. Included are descriptions of ductwork, piping, and wiring connections.

Another section explains how to operate the home precipitron and points out many of its advantages, including no moving parts, nothing to clog, nothing to replace, ease of cleaning, and low operating cost—less than \$1 per month.

The last section entitled "Is there

an engineer in the house?" covers the technical side. It contains a cut-away view, weight and dimensions, and an explanation of the precipitron principal of operation.

Trane Bulletin Gives Data On Centrifugal Fan Line

—KEY NO. L-1042—

LA CROSSE, Wis.—Three special fan bulletins totaling 176 pages and giving exhaustive performance data on the Trane Co.'s new line of centrifugal fans have been published by the manufacturer.

The bulletins are DS-348F on forward curved fans, DS-348U on utility fans, and DS-348B on backwardly inclined fans.

In addition to complete data on performance, dimensions, and standard and special arrangements, the bulletins show the mechanically efficient zones of operation for each size and type.

According to Trane, this engineering data will assure selection of proper fans and motors for each job, with attendant installation and operation economies.

Dot Plug Button Catalog Supplement Published

—KEY NO. L-1043—

CAMBRIDGE, Mass.—The first supplement to the Dot Plug Button Catalog printed by the United-Carr Fastener Corp. here has been issued by the company.

The plug button catalog is section D in the firm's engineering data catalog.

According to the company Dot plug buttons are simple covers for holes drilled, punched, or moulded in metal, plastics, or fiber board that can be quickly snapped into place by hand.

When snapped into a hole of the correct diameter and material thickness, the prongs are compressed. Expanding spring action holds the plug button in place. Yet the button can be readily removed if necessary, the company said.

The supplement lists a miscellaneous assortment of plug buttons, giving complete specifications.

South Chester Brochure Describes Fastener Line

—KEY NO. L-1044—

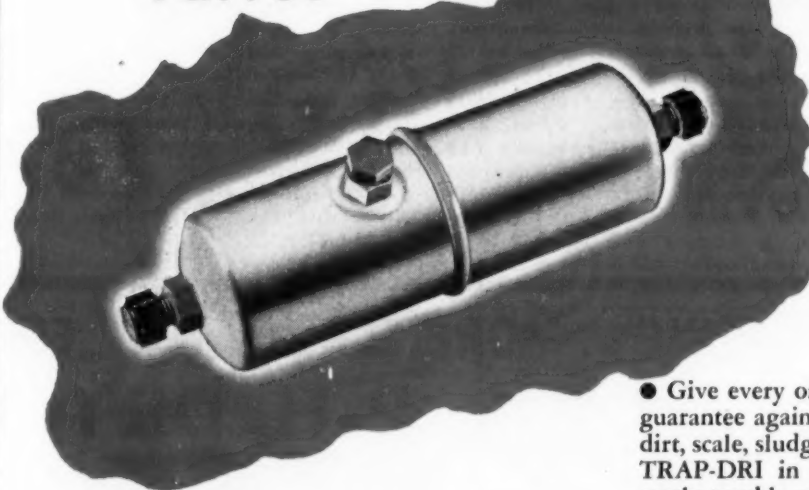
PHILADELPHIA—A new fully illustrated six-page brochure issued by South Chester Corp. describes a complete line of fastening specialties designed to offer installed economy in both metal-to-metal and metal-to-wood applications. Items available from stock include blind rivets, anchor nuts, screw fasteners, adjustable pawl fasteners, and door retaining springs.

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it's Controlled
by 

Nationally
Advertised



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Refrigeration
Valves



A-P Model 410 "Rechargeable" TRAP-DRI. Rated 5 tons. Protects your systems against freeze-ups, irregularities.

stops more moisture than other drying agents. It's rechargeable, too; Silica Gel can be removed and recharged, or dried out and replaced, an important service-economy advantage.

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Export Department, 13 E. 40th St., New York 16, N. Y.



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REFRIGERATION VALVES

STOCKED AND SOLD BY GOOD REFRIGERATION WHOLESALESA... RECOMMENDED
AND INSTALLED BY LEADING REFRIGERATION SERVICE ENGINEERS

FOR BETTER FOOD
PROTECTION — KEEP
MOISTURE, DIRT, SCALE
OUT OF YOUR
REFRIGERATION LINES
WITH 
DRIER-FILTER-STRAINER

● Give every one of your refrigeration systems an extra guarantee against trouble — trouble caused by moisture, dirt, scale, sludge, solder particles and other impurities! A TRAP-DRI in your refrigerant line removes all these costly trouble-makers quickly and positively. The TRAP-DRI exclusive "Depth Filtration" principle of action removes particles as small as 5 microns — without appreciable pressure drop. Keeps your refrigerant cleaner. And the highly efficient charge of Silica Gel (53.7 cu. in.)

AIR CONDITIONING ENGINEER

A leading mid-west manufacturer, not now in the air conditioning field, needs an engineer, experienced and now working on 1/2 h.p. and 1 h.p. window air conditioning units, to be in charge of their new air conditioning design department. Must be capable of designing window units complete exclusive of compressor. Must have a man with executive ability that understands the engineering and application of air conditioning units. Write stating experience, education, references and remuneration expected. Our employees know of this ad.

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AIR CONDITIONING & REFRIGERATION NEWS

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COOL PROFITS

TIE UP WITH
TYPHOON

PACKAGED AIR CONDITIONERS
1 1/2 TO 20 TONS

EVAPORATIVE CONDENSERS
3 TO 20 TONS

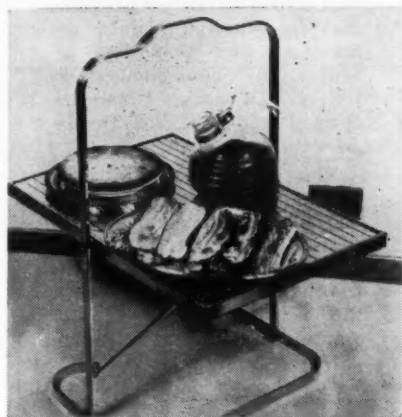
Over 40 Years of
Air Cooling Experience



TYPHOON Air Conditioning Co., Inc.
794 Union Street, Brooklyn, N. Y.

What's New (Cont.)

Portable Hotray Can Heat Room or Cook Snacks



KEY NO. P-1047

NEW YORK CITY—A combination portable room heater, warming tray, and cooking stove called the Hotray heater has been introduced by the Salton Mfg. Co., here.

According to the manufacturer, the Hotray heater can be used in the vertical position as a radiant heater to take off the chill of a room and in the horizontal position to keep a lunch or dinner hot, to fry eggs or hamburgers, or heat up canned foods for a quick snack.

The device uses a radiant glass panel bound in silvery aluminum, mounted on a revolving staff with positive lock in a sturdy silver frame. Thermostatically controlled, the radiant glass panel is said to be shatterproof and safe.

Burns will not result from touching the panel, the manufacturer said, because the glass is a poor heat conductor and the automatic withdrawal reflex of the hand will act before there is any danger of scorching or blistering.

An incandescent light glows when the heater is on.

The Hotray heater has two heats. Switched to high, it has 1,000 watts and reaches a temperature of about 350° F. for room warming and cooking.

Switched to low, it has 350 watts,

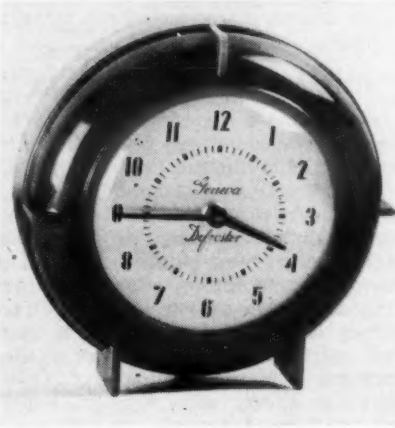
about 200° F. for keeping hot foods hot.

As a heater, the unit is directional so that radiation can be directed to any place desired. The radiant rays transfer warmth to the objects in its path.

When needed as a cooking stove, flat aluminum pans can be set on its surface for making hamburgers, fried eggs, etc. The company claims it can be used for warming up beverages or canned foods or for slow cooking processes. It can also be employed as a barbecue.

Retail price on the east coast is set at \$34.95. On the west coast it is \$39.95.

Geneva Defroster Clock Works on 24-Hr. Cycle



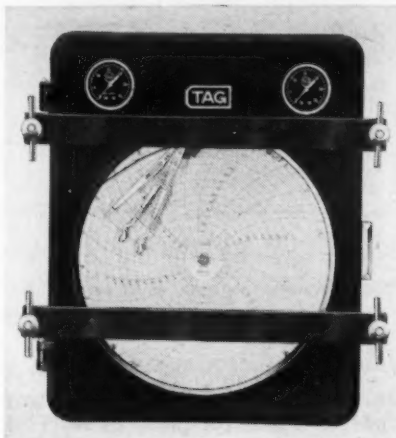
KEY NO. P-1048

CHICAGO—A new model 60B Geneva defroster and electric clock has been introduced by the Equi-Dyne Sales Co.

According to Equi-Dyne, the defroster can be used with any electric refrigerator and will defrost it twice in every 24 hours. The unit is noiseless and operates completely automatically. The self-starting synchro-sealed motor has Underwriters' Laboratories approval.

The defroster is priced at \$12.95 plus 15 cents federal excise tax. Its shipping weight is 2½ lbs. It is furnished in ivory, red, green, pearl gray, yellow, and white.

Tag Instrument Records And Controls Humidity



KEY NO. P-1049

NEWARK, N. J.—An instrument which is said to record and automatically control humidity has been announced by Weston Electrical Instrument Corp., here, manufacturer of Tagliabue and Weston instruments.

Utilizing the psychrometric wet and dry-bulb principle, the controller automatically regulates the wet-bulb (relative-humidity) depression for which it is set, regardless of any fluctuations in the dry-bulb temperature, according to the manufacturer's report.

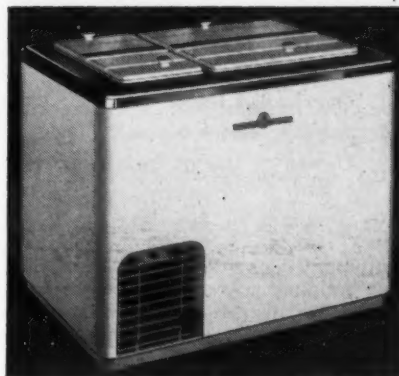
Two pens operate on a circular 10-in. chart, simultaneously recording the dry-bulb temperature and the wet-bulb depression. The flow of the humidifying agent, moisture, steam, or oil fog, is regulated by a valve

which is operated by the control instrument.

Tagliabue developed this control system for all process industries and utilities, such as textile, chemical, tobacco, food, natural gas, and many others which require precise humidity control during the processing of a product or material. For applications involving gas, such as the saturation of natural gas in the main, bars can be clamped on the case of the instrument, in order to assure its being gas-tight.

Descriptive literature is available.

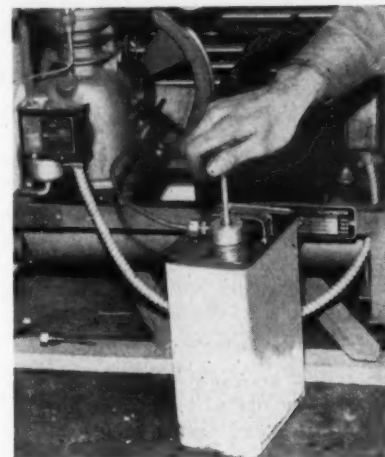
Redesigned Cabinet



KEY NO. P-10410

KELVINATOR DOUBLE-ROW "SIX": Bulk capacity of this new model 6DR Kelvinator ice cream cabinet is 20% greater than comparable earlier models, yet overall dimensions remain the same. Redesign cabinet interior makes it possible to store a fifth 5-gal. container in deep sleeve, increases capacity from 25 to 30 bulk gallons.

Combined Charging Pump, Oil Can Saves Time, Fuss



KEY NO. P-10411

ROOSEVELT, N. Y.—Designed to transfer oil to the compressor without the "usual fuss, mess, and loss of time," a charging pump and oil can combination has been introduced by Refrigeration Specialties Co. here.

The device consists of a transferable hand pump and a one-gal. can fitted with breather and refill cap. The pump is securely attached through a special cap to the can. Oil is transferred to the compressor through a 3/8-in. copper line fitted to a special 3/8-in. flare fitting.

After compressor crankcase pressure is reduced, one stroke of the pump transfers approximately 1/2 pint of oil to the compressor. The pump will remove oil to within 1/2-in. of the bottom of the can.

Information Center

Here is an easy, convenient way for you to get more information on "What's New" items and on products advertised in this issue of AIR CONDITIONING & REFRIGERATION NEWS. New literature and catalogs available to readers can also be obtained by using the form below. Your requests for this information will be forwarded promptly by the NEWS.

In requesting additional information on "What's New" and "Current Literature Available" items, please use Key Nos. shown on these items.

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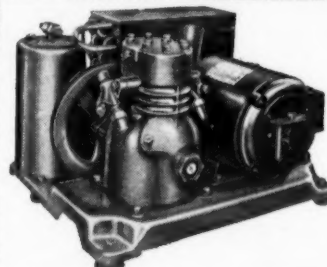


"...it takes
TEAMWORK
to reach the top"
says the LEHIGH TEAM

QUALITY PUTS IT OVER

Working in smooth harmony, "MANAGEMENT", "ENGINEERING" and "PRODUCTION" are giving you the best of the newest in refrigeration design—the most reliable of ratings—the top ideas in parts interchangeability and easy servicing facilities.

A COMPLETE LINE • 1/4 H.P. to 5 H.P.



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With More Capacity Per H.P.

For self-contained refrigerators with small condensing unit mounting dimensions. Quiet, vibration free and with heavy duty capacity. Two types available: F-12 and F-22 for evaporative temperatures to -60°F

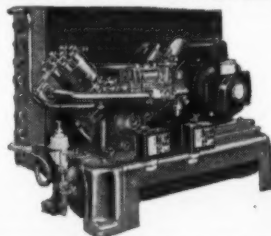
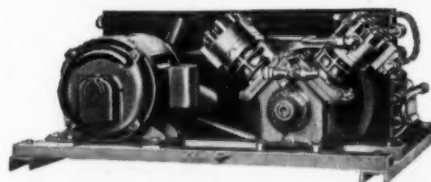
1/4 — 1/3 and 1/2 H.P.

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TRUCK UNITS

Designed in cooperation with leading transportation companies and truck builders.

1/2 to 3 H.P.

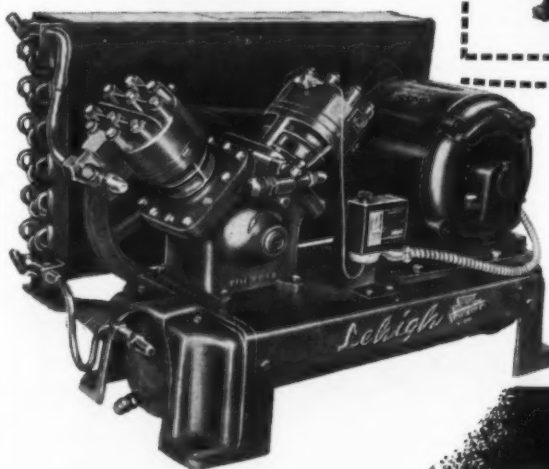
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Completely automatic. Can be used with any evaporator. Supplies unlimited heat for defrost. Exclusive design and thoroughly proven. Write for special bulletins. Available:

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Servicing the New Philco Room Air Conditioners

PART 2 How to Make Tests On Electrical System

TESTING ELECTRICAL SYSTEM

The electrical system can be checked as follows:

1. Make a point-to-point continuity check of the wiring and connections, to disclose electrical troubles.
2. Temporarily connect a motor-starting test set to check the operation of the original relay and capacitor.
3. Use a wattage check to test for satisfactory operation of the system.

A continuity tester or test lamp can be used for checking continuity, and the volt-wattmeter of the Philco refrigeration tester can be used for checking the over-all operating efficiency of the air conditioner.

With this instrument, wattage, voltage, and air-temperature checks can be made on any Philco air conditioner.

Use the following procedure to check the electrical system quickly and easily:

LINE VOLTAGE CHECKS

Check the line voltage at the power outlet receptacle for both no-load and full-load operation. An approved method of making this test is to insert a duplex plug into a power outlet. Insert the air conditioner power cord into one of the duplex-plug outlets, and the voltmeter cord plug into the other. Read the no-load

voltage with the power switch turned OFF, and the full-load voltage with the power switch turned to "Cool." The full-load voltage should not deviate more than 10% from the no-load voltage.

If the full-load voltage on a 115-volt line drops more than 10% below normal (approximately 11 volts), one or more of the following troubles is indicated:

1. Overloaded lines.
2. Supply lines too small.
3. Defect in the motors or wiring of the unit.

Overloading of the lines may be caused by lamps or other electrical equipment connected to the same line that supplies power to the air conditioner. If the proper voltage cannot be maintained at the air conditioner while it is operating, relieve the overloaded line by connecting all of the excess load onto another line.

When the voltage loss is excessive, it is advisable to run an independent line from the electric service entrance to the air conditioner. The electrical circuit lines supplying power to the receptacle to which an air conditioner is to be connected should have conductor wires at least as large as No. 12 (AWG) gauge wire. This requirement is in accordance with the National Electrical Code.

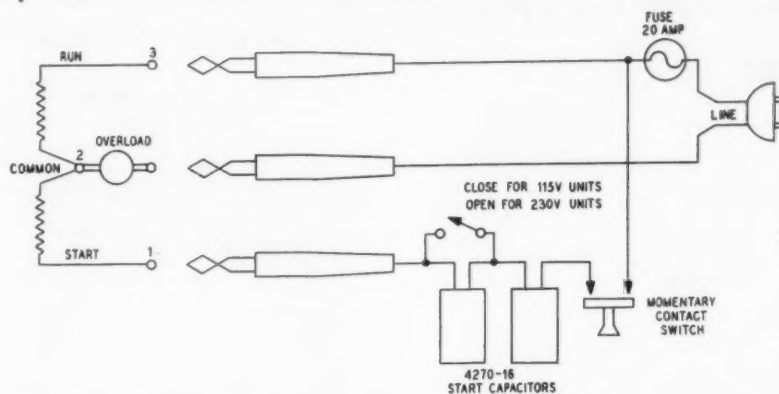


Fig. 2 shows a simple motor-starting test set that can be made from standard parts in the field.

MOTOR-COMPRESSOR TYPES

In the past there have been two types of motor-compressors used in Philco air conditioners, Types "G" and "W." In 1950 models there are four types, Types "C," "D," "G," and "W." Previously a Type "G" motor-compressor required a Type "G" relay, and a Type "W" motor-compressor required a Type "W" relay. In all of the four 1950 types of motor-compressors, only the Type "G" relay is required.

POWER SWITCH

All 1950 models incorporate a simple three-position toggle-type power switch. On model 50-F the switch has six terminals, while in all other models nine terminals are used. If the switch is suspected of being faulty, the wiring should be removed from the terminals and a continuity tester used to test continuity across the terminals, with the switch lever in different positions. Refer to the wiring diagrams to determine which

circuits are completed when the switch-lever position is changed.

Since none of the terminals carry identification, the switch is shown in perspective in all wiring diagrams for the sake of clarity. If replacement of the switch is required, it should be wired according to the wiring diagrams and installed in the air conditioner with the milled keyway in the switch shank facing the "Cool" position.

MOTOR-STARTING TEST SET

Fig. 2 shows a simple motor-starting test set which can be made from standard parts in the field.

A test set can be used to check the operation of all compressor motors and, indirectly, the operation of the relays and capacitors. If the compressor motor is inoperative, the air conditioner wiring should be removed from terminals 1 and 3, and the overload circuit breaker in the compressor-motor terminal box. Connect the spring clips from the test set to these terminals. If the unit being checked is for 230-volt operation, open the capacitor switch, which allows both capacitors to be in the circuit. Insert the plug into the nearest receptacle, and depress the momentary-contact switch.

CAUTION: The momentary-contact switch should be held in the "on" position for no more than three seconds. Any longer time will seriously damage the compressor motor. If the compressor runs normally after starting it with this test set, it is a good indication that either the capacitors or relays are inoperative.

CHECKING THE RELAY

If after operating the compressor

EDITOR'S NOTE: Summer may be gone in some parts of the country, but that doesn't make much difference to many window and room air conditioners, because the users are apt to turn them on almost any day in the year for ventilation if not for cooling. Thus the accompanying data on servicing the 1950 line of Philco air conditioners is timely. (Besides, it can be clipped and filed for future reference.)

This is the second instalment in the series that is being published by AIR CONDITIONING & REFRIGERATION NEWS with permission of Philco Corp. and cooperation of Ed. Barth, manager of Philco refrigeration service.

with the test set, as explained above, it is decided that either the relay or capacitor is inoperative, first the relay should be replaced with one known to be good. If after replacing the old relay with a new one it is found that the unit still does not function, the capacitors should be replaced. If the motor-compressor starts, it is an indication that the original capacitors were defective.

(To Be Continued)

By eliminating clogged driers and expansion valve freeze-ups...

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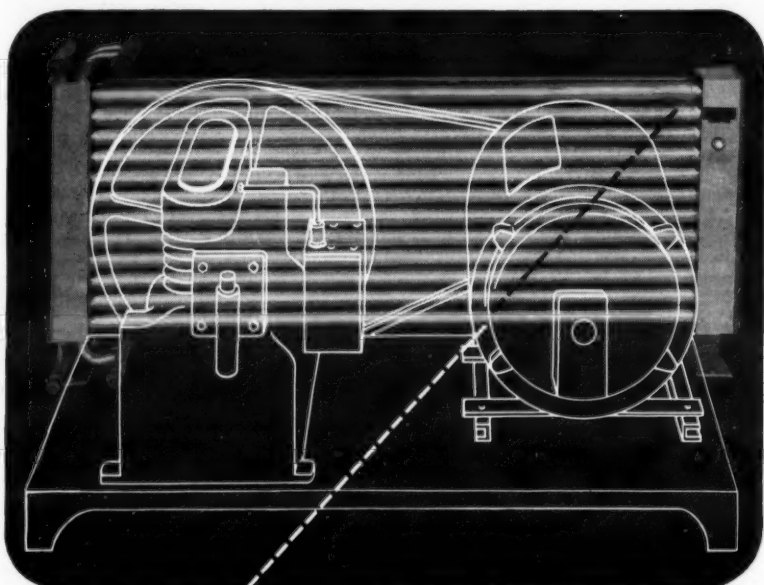
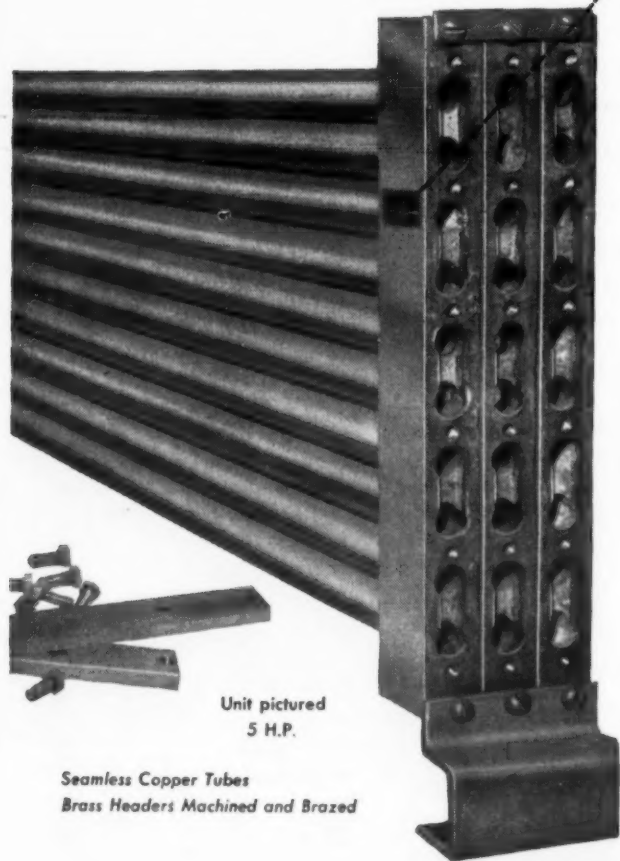


Photo shows 3 H.P. HM Condenser at work in a typical commercial refrigeration unit.

As the age of most water-cooled condensers increases and corrosive material builds up within the water tubes, more and more electrical energy is required and less and less refrigeration is received. Your operation costs, in the form of increasing water and electric bills, will rise because your unit must stay in operation longer to provide the amount of refrigeration needed.

Not so in an HM Cleanable Condenser where the proper heat-exchange efficiencies are continuously maintained for the life of the Condenser. HALSTEAD & MITCHELL Condensers are constructed to outlive and outwear the motor and the compressor of most refrigeration units.

HM Cleanable Condensers can be maintained at "new-unit" efficiency and economy by regular and continued use of a standard cleaning tool. Water tubes are easily accessible at both ends (as shown) for the spiral tool to clean and restore copper water surfaces to their original heat-exchange efficiencies—the result is longer life and operational economy for your refrigeration units.



Unit pictured 5 H.P.

Seamless Copper Tubes
Brass Headers Machined and Brazed

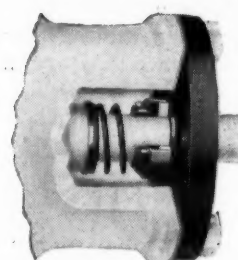
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Refrigeration Problems and their Solution

by Paul Reed

For Service and Installation Engineers



Paul Reed

Air and Humidity (5)

CONDITIONS WITH A 20° EVAPORATOR

Suppose that instead of an evaporator that balanced the condensing unit at 25°, (at a "Freon-12" suction pressure of about 24½ p.s.i.) someone decided to save a little money, and put in an evaporator based on 20° instead of 25°.

This means a temperature difference of 20° from 40° to 20°, instead of a temperature difference of 15° from 40° to 25°. Per square foot or square inch of surface, the evaporator capacity is greater, but the capacity of the condensing unit is less.

In order to balance itself to the reduced evaporator temperature (20° instead of 25°) the condensing unit drops its suction pressure from 24½ p.s.i. corresponding to 25°, to 21 p.s.i. corresponding to 20°.

In dropping from 24½ to 21 p.s.i. suction pressure, the condensing unit has to take a loss in capacity, for the capacity of a condensing unit drops off as its suction pressure drops off. It was 4,000 B.t.u. per hour with

a 25° evaporator and a suction pressure of 24½ p.s.i. Now, with a 20° evaporator and a 21 p.s.i. suction pressure, the capacity of the condensing unit has dropped from 4,000 B.t.u. per hour to 3,500 B.t.u. per hour.

Certainly the evaporator can have no greater capacity than the condensing unit, for the evaporator can only absorb as much heat as the condensing unit can carry away. So the evaporator and the condensing unit together can remove only 3,500 B.t.u. per hour instead of 4,000 B.t.u. per hour.

There is still 50,000 B.t.u. to be removed in 24 hours, so the condensing unit is going to have to run (50,000 ÷ 3,500) or 14½ hours instead of 12½. So the cost of operation has gone up about 10%.

Costs of food shrinkage and loss of weight due to loss of moisture have gone up too. Now the 40° air with a 36° dewpoint is dried down to 20° instead of 25°. At 20° the "density" of the vapor, or moisture content of the air, is .000177 lbs., or .98 grains per cubic foot instead of .000222 lbs. or 1.55 grains per cubic foot for 25°.

The air from the 20° evaporator has about ½ less moisture in it than air from a 25° evaporator, and has ½ less moisture in it than the 40°, 85% relative humidity air. Being much drier than before, it will cause the 40° air to become drier. So instead of being 85% relative humidity, the 40° air will drop to a relative humidity of perhaps 60 or 65%, and a dewpoint of about 26° instead of the former dewpoint of 36°.

High humidities are necessary to keep the moisture in the meat, vegetables, cheese, and other foods, from leaving the foods and going to the drier air. The moisture in the foods evaporates into the drier air. The moisture in the 40° foods has a vapor pressure of .2477 inches of mercury (see table) and the air with a dewpoint of 26° has a vapor pressure of .1366 inches of mercury, so the moisture in the foods is literally "pushed" out of the food by its own vapor pressure being almost twice as much as the vapor pressure of the moisture in the air surrounding the foods.

Therefore, we want the air surrounding most foods to be moist. We want its dewpoint to be up almost to the temperature of the foods. To do this, we must keep the difference in temperature between the evaporator and the foods themselves low. If the foods are 40°, we found that we had a much better condition with a 25° evaporator (a difference of 15°) than with a 20° evaporator, (a difference of 20°).

If the evaporator were even smaller, so that its average temperature were 15°, it would be much worse. Fifteen degrees corresponds to a "Freon-12" suction pressure of just under 12 p.s.i. This not only dries the foods more, but it also lowers the capacity of the condensing unit still more, so that it has to run longer and the cost of operation is greater.

So again we say "keep your suction pressure up, and your head pressure down."

DEWPOINT OF THE AIR ABOVE THE FOOD TEMPERATURE

We have found that, for high humidity for good food preservation, we want the dewpoint of the air in the cooler to be up almost to the temperature of the foods.

However, we never want air with a dewpoint temperature above the temperature of the foods to directly come into contact with the foods.

This can, and sometimes does happen.

As an example, suppose that when the door of a cooler is opened, the warm air from the outside comes into the cooler and strikes the 40° meat. If the 90° air has a relative humidity of 60% its dewpoint is approximately 74° and it holds about 9 grains of moisture per cubic foot of air (see table).

When this warm, moist air strikes the cold 40° meat, the air and water vapor in it are chilled far below its dewpoint of 74°. Its moisture content is reduced from its 9 grains per cubic foot at 74° dewpoint, down to the 2.87 grains per cubic foot, corresponding to a 40° dewpoint.

That is, the 90° air of 60% relative humidity, drops over two thirds of its moisture content, or about 6 grains per cubic foot, when it strikes the 40° meat. This moisture is deposited on the meat as water, making the meat wet and "slimy."

To avoid this, the evaporator should be so located that when the door is opened, the warm outside air will be drawn into and through the evaporator before the air can directly strike the food. In the evaporator, its dewpoint is reduced below the temperature of the food.

If the warm, moist outside air cannot be brought through the evaporator before it strikes the food, it must at least have opportunity to be thoroughly mixed with the air in the cooler before striking the cold food. It is usually preferable to pass the outside air through the evaporator, but mixing it properly with the 40° air, can cause the moisture to become absorbed into the dryer air in the cooler, so as to cause no condensation on the food. It depends upon how warm and moist the outside air is and how much of it is let in.

A very slow circulation of the air in the refrigerator can cause condensation of moisture on to the foods, for the air next to the foods becomes so moist by long contact with the food that there is so little evaporation on the surface of the food that the surface stays too moist, and makes a good place for molds and fungi to grow.

Next week we will study an easier method to find the values of moisture content vapor pressure and other air-water properties, than by the psychrometric table.

(To Be Continued)

Elliott V. Bell Is Elected to Carrier Board of Directors

NEW YORK CITY—Elliott V. Bell, chairman of the executive committee of McGraw-Hill Publishing Co., Inc., was elected to the board of directors of Carrier Corp. at a board meeting.

Bell is also editor and publisher of *Business Week* and was formerly superintendent of banks of the state of New York. He fills a vacancy left by the death of Henry E. Perry, president of Commercial Solvents.

Practical Refrigerating Engineers Prepare for Meeting Nov. 28-Dec. 1

CHICAGO—The 41st annual convention of the National Association Practical Refrigerating Engineers will be held Nov. 28 through Dec. 1 at the Hollywood Roosevelt hotel, Hollywood, Calif.

Subjects ranging from erection and testing of refrigerating equipment to methods of electrical maintenance around refrigerating plants will be covered during the meeting.

A completely illustrated discussion of modern methods of fruit storage and the results they produce will be given at one session.

A "new approach" to the discussion of engineering matters will be used on two subjects to be presented as dramatized skits, the association said. Low temperature problems and the methods of selecting the proper evaporator for freezers and cooler rooms will be taken up in this fashion.

Headlining a session will be the Bureau of Refrigeration Information in which a group of experts will give practical answers to refrigeration problems brought up.

Special emphasis will be placed on ways to protect life and property in refrigerating plants. Three illustrated papers will touch on this subject.

As part of the convention program, inspection trips are being arranged to the various types of plants in the area where production, processing, handling, and storage equipment will be seen in operation.

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speaking about TRADE-INS

is a spiffy new 24-page booklet just published by the News. It presents you with some fresh, dandy ideas on how to help eliminate one of your perennial bugaboos, the "trade-in" problem.

The whole problem is divided into three categories and some sound, sensible methods on how to deal with each category are described. 1. Acquiring the "trade-in" and determining its worth. 2. Reconditioning the "trade-in." 3. Marketing the "trade-in."

The whole contents of this booklet is compiled from the best articles on and experiences of other appliance dealers whom the News has talked to in the past year. These ideas are actually used successfully and perhaps they would work as well or better for you. At least you can read about them and see how they fit in with your operation.

The booklet sells for 50¢ a copy. Order now! Use this coupon.

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450 W. Fort St., Detroit 26, Mich.

Please send me copies of
your new booklet "Speaking About
Trade-Ins," at 50¢ per copy.

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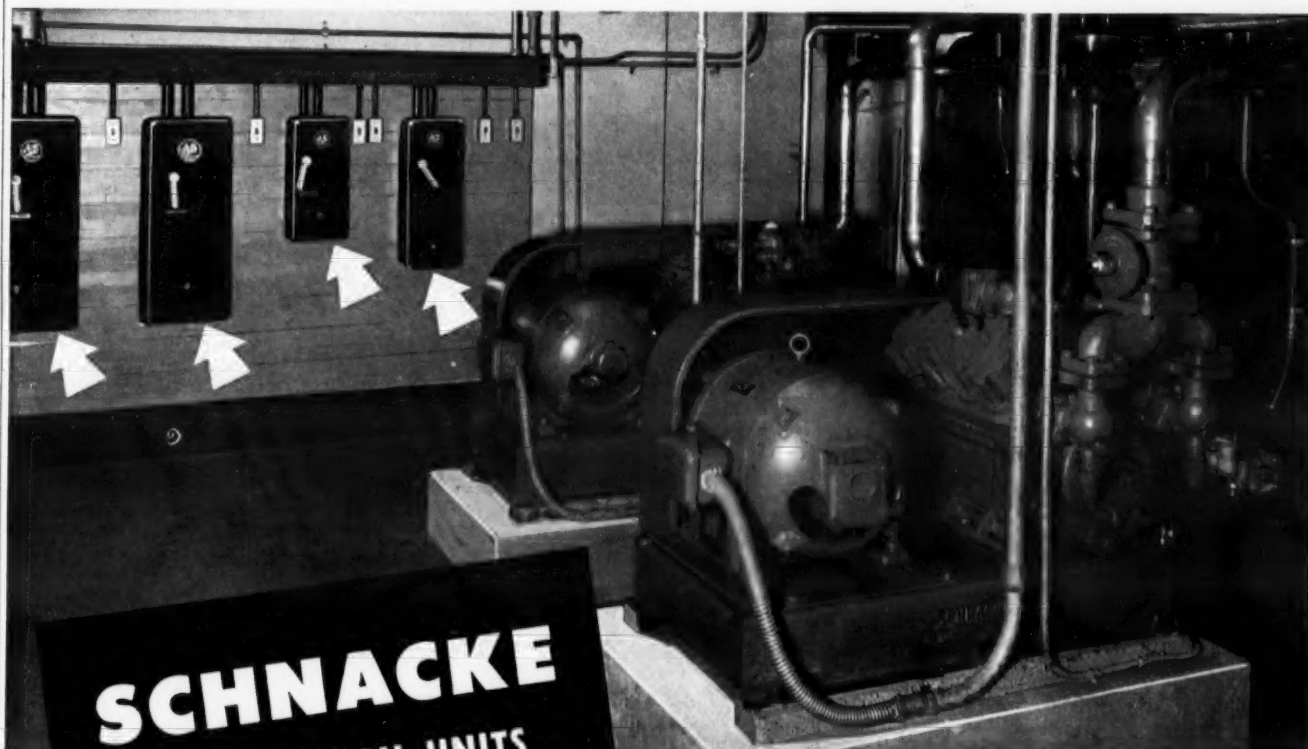
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TROUBLE FREE
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Why are Allen-Bradley starters so popular for refrigeration and air-conditioning service? . . . because they are trouble free. Only ONE moving part. No pivots, pins, or bearings to corrode or stick . . . no jumpers to break. You install them . . . and forget them!

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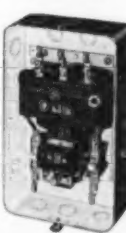
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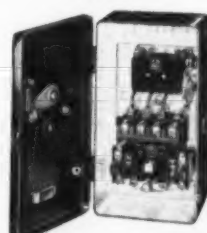
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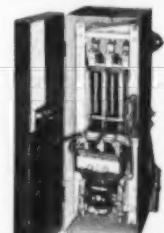
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ALLEN-BRADLEY SOLENOID MOTOR CONTROLS

R.B. Stotz Heads Airtemp N.Y. Construction Work

DAYTON — Airtemp Division of Chrysler Corp., has announced the appointment of R. B. Stotz, Dayton, to executive engineer in charge of all Airtemp Construction Corp. work in metropolitan New York City and surrounding area.



R. B. Stotz joined Airtemp in 1945 as a field engineer. He was named Atlanta, Ga., regional manager in 1947 and moved to Dayton in 1949 as sales engineer for the Airtemp construction department.

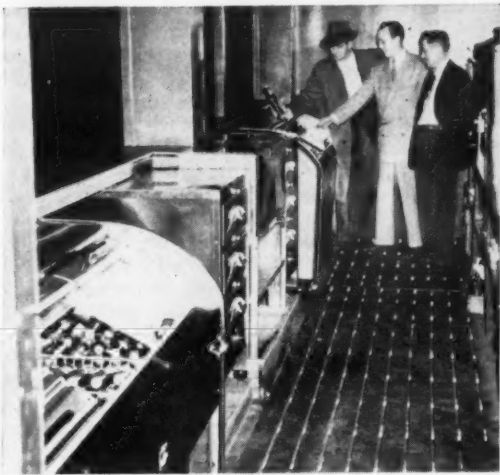
Sunroc Engineer Teaches Free Refrigeration Course

CHESTER, Pa.—A free course in the fundamentals of refrigeration, open to the general public, is being conducted at the Chester High school by John G. Wehrwein, director of development for the Sunroc Co., water cooler manufacturer.

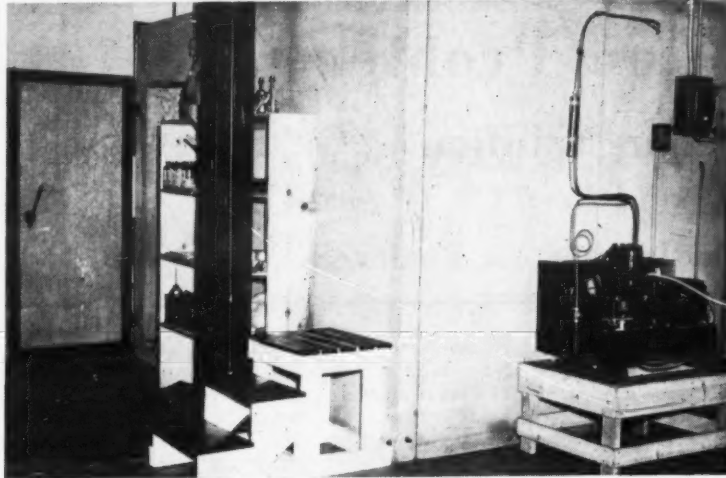
Assisting Wehrwein in the instruction are members of the Sunroc engineering department.

To Cool New Ga. Hotel

QUITMAN, Ga.—Sam Phillips has begun construction of a new \$80,000 hotel here which will be air conditioned.



CONCESSION STAND: There are 30 dry beverage coolers like those above in Cleveland stadium "mob spots."



BENEATH THE BLEACHERS: 21 sectional walk-ins keep pop and food cold for grandstand hawkers who serve up to 79,000 fans per day.

Cleveland Stadium Goes Modern In Cold Way

30 Beverage Coolers, 21 Sectional Walk-Ins Installed In Municipal Ball Park Store Enough Soft Drinks and Food To Supply a Small City

CLEVELAND—It takes a lot of refrigeration to provide cold drinks and ice cream for nearly 80,000 hot and excited baseball fans on a sultry summer day—but the huge Cleveland Municipal Stadium, home of the Cleveland Indians, has it in good measure.

When the Berlo Vending Co. was awarded a 10-year contract by the city of Cleveland to operate the concessions of the Municipal Stadium last spring, Samuel A. Alesker, vice president of Berlo, decided to modernize the refrigeration facilities at the stadium.

Frigidaire's Cleveland branch made a survey of the job and recommended installation of 21 sectional walk-in coolers and 30 self-contained dry beverage coolers of 22-case capacity each.

The combined capacity of the beverage coolers alone, is sufficient to hold more than 15,000 12-oz. bottles at one time.

To better understand the scope of the refrigeration job, consider the time last spring when the Indians and the Yankees played a double header before 79,000 fans.

To prepare for and serve a throng

of this size, the concession company employed over 600 active personnel, including 400 vendors and 200 stand and commissary helpers, plus the supplying staff, supervisors, cashiers, and checkers.

During the game this vast crowd of fans consumed over 100,000 hot dogs, 28,000 bags of pop corn and peanuts, 19,000 ice cream bars, 18,000 cups of coffee, 6,000 cans of chocolate, and 85,000 bottles of beverages.

Because the concession had only a limited amount of time before the season opened, the installation job was expedited by Frigidaire. Before any of the new pieces of equipment could be installed, there were partitions and old equipment to be removed.

The 21 sectional walk-in coolers were erected in four days after 25 carpenters, eight plumbers, eight electricians, and 10 painters made necessary building alterations.

The Gardella Brothers Refrigeration Co., Frigidaire sales and service dealer, who was assigned the job of installation of compressors and coils for the walk-ins as well as putting the 30 beverage coolers into operation, had the system going in four additional days.

The system has been in operation more than five months now and concession officials claim that they "always have an ample supply of cold drinks to fall back on in any emergency."

G-E Air Conditioning Dept. Gives Durbin Military Prod. Post

BLOOMFIELD, N. J.—S. A. Durbin has been appointed product planner, military products, within the air conditioning department of the General Electric Co., according to G. K. Iwashita, manager of product planning.



S. A. Durbin

Durbin's activities will deal mainly with air conditioning, refrigeration, and heating equipment which may be contracted for by the government for military or defense purposes.

Included in this product line will be standard units now being manufactured by the air conditioning department as well as other heating and cooling equipment which will be designed and built for special military and defense applications.

He will provide commercial advice and assistance with respect to technical and general specifications, furnish necessary interpretation of government specifications and requirements for the completion of Government proposals, and assist in the coordination of all joint activities between government agencies and the air conditioning department.

An alumnus of Notre Dame, class of 1929, Durbin has been with the General Electric Co. since graduation. He joined the air conditioning department in 1932 when it was first organized and since that date has served in the capacities of field engineer, instructor, installation engineer, distribution and marketing administrator, and sales representative for air conditioning and heating equipment and refrigeration units.

Before assuming his present position of product planner he was district manager of the central district with headquarters in Kansas City.

Air Conditioned Style Shop

SAVANNAH, Ga.—Formal opening of the new air conditioned Style Shop, 111 Bull St., was held recently. Mingledorff's, Inc., had the contract for the air conditioning layout and design of the ladies' fashion shop.



MORE CAPACITY—The capacity of an evaporator drops rather sharply when it is used at low temperature levels because of heavy frosting. The THERMOBANK evaporator is rated under actual low temperature operating conditions, guaranteeing full rated capacity on the job.

THERMOBANK SAVES MONEY!

NO EXTRA MAINTENANCE—THERMOBANK defrosts itself. Since the THERMOBANK is so infallibly automatic, eliminating electric heaters, brine and water sprays, it does away with extra maintenance labor.

THERMOBANK SAVES MONEY!

LESS OPERATING TIME—An ice-free evaporator gives more compressor capacity. This cuts sharply the operating time of the system and frequently permits the use of a smaller size compressor.

THERMOBANK SAVES MONEY!

NO SPOILAGE LOSS—Radical temperature changes in low temperature rooms cause serious dehydration. In the THERMOBANK the freezer temperature is practically constant. This eliminates deterioration and weight losses.

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CONTROL CORROSION

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MICROMET

This economical treatment prevents the accumulation of lime scale and controls corrosion in recirculating cooling water systems. Use Micromet to improve cooling efficiency . . . to reduce maintenance costs . . . to lengthen the life of your evaporative condensers and coolers . . . cooling towers . . . humidifiers . . . air washers.

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Tell us about your water problems; write for our Free Air Conditioning Booklet.

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Government Contracts

PROCUREMENT INFORMATION

Individuals and companies who are interested in bidding may obtain complete bid sets containing more detailed data including specification, packing, delivery, and other requirements by a written request to the issuing office. Such requests should cite the description, applicable invitation number, or other reference and the opening date, etc.

DEPARTMENT OF DEFENSE

It is not necessary to refer solely to the issuing office for additional data on a bid invitation issued by any of the following ordnance districts, arsenals or armories. Complete information can be obtained by written request or personal call on the ordnance district office nearest you—its address is on file in your nearest Department of Commerce field office.

Description	Quantity	Invitation No.	Opening Date
Navy Purchasing Office, 111 East 16th Street, New York City			
Cabinet, Refrigerated	3 ea	7420	31 Oct 50
Compressor, Two Stage	1 ea	7423	3 Nov 50
Commandant of the Marine Corps, Washington, D. C., Attn. Supply Dept., Procurement Section			
Cookers Steam 3 Compartment	10 ea	294	27 Oct 50
6 Bushel Capacity			
Machines Meat and Vegetable	40 ea	294	27 Oct 50
Cutting Electric			
Machines Dishwashing Double	15 ea	294	27 Oct 50
Tank Steam Heated			
Fryers Deep Fat Electric	15 ea	294	27 Oct 50
Machines Coffee Grinding	10 ea	294	27 Oct 50
Electric			
Machines Vegetable Peeling	20 ea	294	27 Oct 50
Electric			
Commanding Officer, Naval Supply Depot, Mechanicsburg, Pa.			
Attn. Code 778B			
Refrigeration Fittings, Various	13900 ea	763759	7 Nov 50
Signal Corps Procurement Agency, 2800 S. 20th St., Philadelphia 45, Pa.			
Blower Centrifugal Type	100 ea	692-16	10 Nov 50
U/W AM-34/T81-3			
Blower Centrifugal Vane	705 ea		
P/O RA-34-B Radio Receptor			
Dwg. Available			
Officer-in-Charge, Navy Purchasing Office, Washington, D. C.			
Machines, Dishwashing	112 to 227	2792-S	15 Nov 50
(Various)			
Officer-in-Charge, Navy Purchasing Office, Washington, D. C.			
Refrigerators, Electric, Type I	75 ea	4065	7 Nov 50
Officer-in-Charge, Navy Purchasing Office, Naval Supply Center, Norfolk, Va.			
Bread Slicing and Wrapping Machine, Complete with Motors and Motor Driven Refrigeration Cooling System, Cap 1800 14 In. Loaves per Hour Adjustable for Loaves 7 In. to 17 In. Leth., 3 In. to 7 1/2 In. Wide and Up to 6 In. High.	1 ea	9282	30 Oct 50
District Public Works Office, Twelfth Naval District Federal Office Bldg., San Francisco, Calif.			
Renovation of Cold Storage Spaces and Reconditioning of Refrigeration Eqp. in Bldgs. Nos. 6, 132, and 106 at the U.S. Naval Hospital Oakland, Calif.	One Job	25277	25 Oct 50
Commanding Officer, Marietta TC Depot, Marietta, Pa., Attn. Central Procurement Office			
Valves, Pressure Reducing Safety-Globe and Expansion	99 ea	140	13 Nov 50
Aviation Supply Office, 700 Robbins Avenue, Philadelphia 11, Pa.			
Insulating Material Pipe	3,500 ft	51950	2 Nov 50
Covering Spec 32 P & D			
Commanding Officer, Marietta TC Depot, Marietta, Penna., Attn. Central Procurement Office			
Fittings, Pipe, Bronze and Brass	800 ea	141	14 Nov 50
Fittings, Pipe, Brass	400 ea	143	17 Nov 50
Commandant of the Marine Corps, Washington, D. C., Attn. Supply Dept., Procurement Section			
Cabinets, Ice Cream Storage, Self-Contained, 60-75 Gal. Capacity	10 ea	396	1 Nov 50
Supply Officer, Philadelphia Naval Shipyard, Philadelphia 12, Pa., Attn. Purchase Section			
Heater, Hot Water 15-20	55 ea	Ships-566	3 Nov 50
25 Gallon Capacity, In Accord with Govt. SSO Sketch No. 13-B and Mill Spec Mil-H-965			
Supply Officer, Philadelphia Naval Shipyard, Philadelphia 12, Pa., Attn. Purchase Section			
Refrigerators, Width 4 ft. Depth 2 ft. 2", Height 5 ft. 10 1/4"	2 ea	4 16-30 17	1 Nov 50
Freon, Slim to McCray Model SA20C			
Aviation Supply Office, 700 Robbins Ave., Philadelphia, Pa.			
Toasters Electric Bread	50 ea	H51036	2 Nov 50
Type HDI Automatic Spec 65 T4A			
Yards and Docks Supply Office, Porthuene, Calif., Attn. Procurement Div.			
Air Conditioning Units	5 ea	18192	3 Nov 50
1/2 Ton, Window Type			
Air Conditioner, Room	3 ea	18192	3 Nov 50
Air Condition Unit 5 Ton	1 ea	18192	3 Nov 50
Air Condition Unit, 3 Ton	1 ea	18192	3 Nov 50
Supply Officer, Naval Gun Factory, Washington, D. C., Attn. Procurement Branch			
Blower-Motor Assy., Ceiling Mounting	6 ea	9536/215 Ord	20 Oct 50
Blower-Motor Assy., Sidewall Mounting	6 ea	9536/215 Ord	20 Oct 50

GENERAL SERVICES ADMINISTRATION

Description	Quantity	Reference No.	App. Bid Date
Chief, Administrative Services Section, Public Buildings Service, General Services Administration, 902 U. S. Custom House and Appraisers Stores, Philadelphia 6, Pa.			
Furnishing the Materials and Performing the Work for Space Heating Boiler Repairs P. O., Van Wert, Ohio			10-24-50
Chief, Purchase Division, Federal Supply Service, General Services Administration, Denver, Colo.			
Ranges, Cooking, and Heaters	32 ea	1239	10-24-50
Chief, Administrative Services Section, Public Buildings Service, General Services Adm., 1124 U. S. Post Office, Chicago, Ill.			
Ceiling Fans	4 ea	4-ADM-116	10-24-50

Description	Quantity	Reference No.	App. Bid Date
Chief, Supply Section, Public Buildings Service, General Services Administration, Washington 25, D. C.			
Ballasts, Fluorescent Fixture	50 ea	387	10-31-50
Parts for Westinghouse Air Conditioners	misc	382	10-27-50
Parts for Carrier Air Conditioners	misc	382	10-27-50
Chief, Purchase Division, Federal Supply Service, General Services Administration, 2400 Fourth Ave., South, Seattle 4, Wash.			
Hot Water Heater, Oil 175 Gal.	1 ea	4-R-499-1	24 Oct 50
Chief, Administrative Services Section, Public Buildings Service, General Services Administration, 902 U. S. Customhouse and Appraisers Stores, Philadelphia 6, Pa.			
Air Filter Cells, Washable Units	101 ea	1273	31 Oct 50
Furnishing the Materials and Performing the Work for Tenant Changes, Higbee Bldg. Annex, Cleveland, Ohio			31 Oct 50
Chief, Administrative Services Section, Public Bldgs. Service, General Services Administration, 2100 Fidelity Bldg., Kansas City, Mo.			
Gas Conversion and Misc.	1 job	De-143	25 Oct 50
Repairs			
Plumbing And Heating Repairs	1 job	De-148	27 Oct 50
Centerville, Ia., P. O.			

U. S. DEPARTMENT OF COMMERCE

Description	Quantity	Reference No.	App. Bid Date
Chief, Procurement Branch, Civil Aeronautics Administration, Alaska Supply Branch, 414 First Avenue South, Seattle 4, Wash.			
Tubing, Copper .035"	2,500 ft.	851-17	11-8-50
1/4" O.D.			
Tubing, Copper .035" O.D.	110 ft.	851-17	11-8-50
5/16"			
Tubing, Copper .035" O.D.	2,127 ft.	851-17	11-8-50
3/8"			
Tubing Copper .035" 3/4" O.D.	500 ft.	851-17	11-8-50
Coupling 1/2" O.D. Tubing	252 ea	851-17	11-8-50
x 1/4" Male IPT			
Coupling, 3/4" O.D. Tubing	212 ea	851-17	11-8-50
x 1/4" Male IPT			
Coupling, 1/2" O.D. Tubing	164 ea	851-17	11-8-50
x 1/4" Male IPT			
Coupling, 3/4" O.D. Tubing	154 ea	851-17	11-8-50
x 1/4" Male IPT			
Elbow 90 Degree 3/4" O.D.	166 ea	851-17	11-8-50
Tubing x 1/4" Male IPT			
Elbow 90 Degree 1/2" O.D.	46 ea	851-17	11-8-50
Tubing x 3/4" Male IPT			
Elbow 90 Degree 3/4" O.D.	133 ea	851-17	11-8-50
Tubing x 3/4" Male IPT			
Nut, Union, for Flared 1/4" O.D. Tubing	306 ea	851-17	11-8-50
Nut, Union, for Flared 3/8" O.D. Tubing	250 ea	851-17	11-8-50
Nut, Union, for Flared 1/2" O.D. Tubing	258 ea	851-17	11-8-50
Nut, Union, for Flared 3/4" O.D. Tubing	127 ea	851-17	11-8-50
Control Pressure, 20" Vacuum To 50 lbs. Pressure, Penn Type L-8 Model L-8P	42 ea	851-17	11-8-50
Dehydrator Silica-Gel 20 Cu. Inches 1/4" Flare Connectors, Henry No. 7434	59 ea	851-17	11-8-50
Dehydrator Silica-Gel 20 Cu. Inches 3/4" Flare Connectors, Henry No. 7435	62 ea	851-17	11-8-50
Drum Fitting 3/4" Thermal Co. Cat. 1636	14 ea	851-17	11-8-50
Gasket Material Door, low Temperature Thermal No. 4990	525 ft	851-17	11-8-50
Dehydrator Silica-Gel 1 lb. Can	76 ea	851-17	11-8-50
Moisture Destroyer "Thawzone"	49 ea	851-17	11-8-50
1 pt. Can			
Valve Thermo-Expansion Flux, Silver Solder "Handy Flux" 1/2 lb. Jar	23 ea	851-17	11-8-50
Refrigerant "Freon" F-12 9 1/2 lb. Cylinder	51 jar	851-17	11-8-50
Refrigerant "Freon" F-12 24 lb. Cylinder	7 cyl	851-17	11-8-50
Refrigerant "Freon" F-12 145 lb. Cylinder	36 cyl	851-17	11-8-50
Cleaner, Cooling System, 1 Pt. Can	28 cyl	851-17	11-8-50
Solder, Silver, .050" x 1/4" x 20", 1 lb. Pkg.	295 ea	851-20	11-13-50
Thermostat, MH Co. Type T-11A	30 ea	851-21	11-15-50
Control, MH Co. Type LA401B	30 ea	851-21	11-15-50
Control, MH Co. Type RA117A	43 ea	851-21	11-15-50
Chief, Procurement Branch, Civil Aeronautics Administration, O'Hare Field, Chicago International Airport, Park Ridge, Ill.			
Blower, 3,400 Rpm., 110V, Single Phase, 60 Cycles, #68-1, ILG Electric Ventilating Co. Or Equal	24 ea	31-253	10(30)50
Chief, Procurement Branch, Civil Aeronautics Administration, Washington 25, D. C.			
Housing, Air Filter, 3200 CFM, Type "TT," accord. CAA DWG. D-3338 14 6-20-50	30 to 90 ea	5419	1 Nov 50
Filter, Replacement Type and Frame, Sim. and Eq. to Owens Corning Fiberglas Corp.'s "Dustop Unit" Sets to consist of 8 size 20"x20"x1" Filters G and 4 Unit Frames Size 20"x20"x2", arrangement 2-2.	30 to 90 sets	5419	1 Nov 50

CONTRACTS AWARDED AS OF OCT. 11, 1950

Description	Quantity	Reference No.	App. Bid Date
Signal Corps Procurement Agency, 2800 South 20th Street, Philadelphia 45, Pa.			
Activated Desiccant, Type V Grade A			
Item 1, in 5 lb. bags	60,000	126,200.00	The Davison Chemical Corp., 101 N. Charles St., Baltimore, Md.
Item 2, in 1 lb. bags	200,000		
Item 3, in 8 oz. bags	200,000		
Headquarters, Air Materiel Command, Wright-Patterson Air Force Base, Dayton, Ohio			
Pressure gages	54,670.00		U. S. Gage Div., American Machine & Metals, Inc., Sellersville, Pa.
Chicago Quartermaster Depot, U. S. Army, 1819 W. Pershing Rd., Chicago 9, Ill.			
Chests, Ice, 200#	1,227	\$7,816.00	Refrigeration Manufacturers, Hawthorne, Calif.
Griddle, 4kw	35	115,967.26	Hotpoint, Inc., Chicago, Ill.
Griddle, 6kw	796		

More Controls Seen --

(Concluded from Page 1, Column 4)

A number of retailers and distributors were vociferous in their denunciation of the board's action. They contended that such tightening of controls was unnecessary and would work a hardship on the industry.

Retailers declared that instalment credit since the original imposition of controls had leveled off and was starting to decline. They noted that cash sales had increased, but that the regulation does not touch there.

The National Association of Electrical Distributors sent a telegram to FRB Chairman Thomas B. McCabe requesting that the amendment be rescinded.

The telegram declared that for the television and radio industry particularly, the tightened credit restrictions on top of the Federal Communications Commission color television decree and the addition of an excise tax on TV sets "may create such adverse effects on industry as to cause business difficulties to thousands of wholesalers and retailers dependent on continuous steady flow of reasonable sales volume through Xmas season."

Limit on 'DO' Orders --

(Concluded from Page 1, Column 2) But they are considerably more than what is expected to be required, it was understood.

Thus, for a while at least, the amount of sheet and strip output diverted from normal civilian use will not exceed 5%. However, the limits are subject to immediate change as requirements of the rearmament effort increase.

In announcing the new steel order, NPA Administrator William H. Harrison said additional supplementary orders applying to specific products would be issued under the recently-established NPA priorities system.

In another development, The Defense Transportation Administration requested the NPA to allocate enough steel to freight car builders for the production of a minimum of 10,000 cars a month during the first half of next year. This output would compare with a production of about 5,000 cars last month.

Meanwhile, the Commerce Department was expected soon to order an additional 15% cut-back in rubber

consumption by manufacturers. Government officials said this move is necessary because the 20% reduction ordered Sept. 1 has failed to free more natural rubber for government stockpiling and for armament production.

At the same time, producers of copper and zinc awaited an anticipated deluge of "DO" orders. However, they said they were confused by the "DO" priority system established for them and expressed hope that it would be clarified soon.

Metal industry leaders were also hoping that scrap materials would be controlled. Copper, lead, and zinc scrap are under inventory control, but there is no control over their movement into consuming channels.

The week also brought a worsening in the zinc supply situation, and copper and zinc users were still trying to obtain far greater tonnages than were available. With both metals in short supply, many consumers were being forced to pay high gray-market prices, it was reported.

HOWARD...

ANOTHER Great All Steel WALKIN

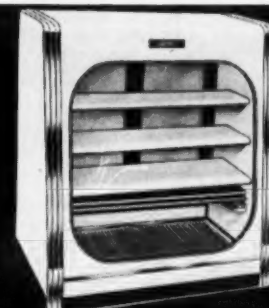
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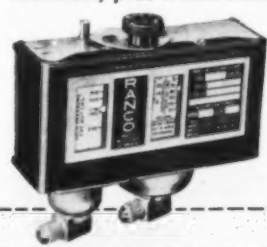
Ranco Inc.
COLUMBUS 1, OHIO

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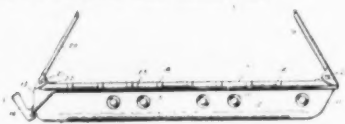
Control code number. Replace it right with Ranco!



PATENTS

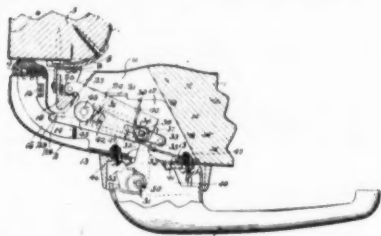
Week of May 16
(Continued)

2,507,835. ICE TRAY AND GRID ASSEMBLY. Richard M. Storer, Denver, Colo. Application June 18, 1945, Serial No. 600,052. 19 Claims. (Cl. 62-108.5.)



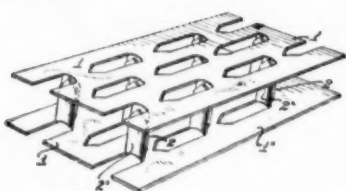
7. The combination of a tray member and a grid member in the tray for dividing matter congealing therein into a plurality of separate bodies, and means including a lever mounted on one of said members in a position to act on the other said member to break the bond between said grid member and the congealed matter by an initial lever movement and to break the bond between the congealed matter and the tray by flexure of the tray walls during a following lever movement.

2,507,847. LATCH. Lloyd L. Anderson and Robert E. Johnson, Grand Rapids, Mich., assignors to Winters & Crampton Corp., Grandville, Mich., a corporation of Michigan. Application Nov. 18, 1946, Serial No. 710,580. 8 Claims. (Cl. 292-332.)



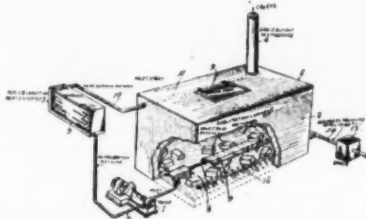
8. In a latch structure, a support adapted to be mounted upon a door and having two spaced apart sides, a latch bolt located between said sides of the support, means for pivotally and slidably mounting said bolt on the support adjacent one end thereof, said latch bolt having spaced apart sides, a keeper engaging element at the opposite end of the latch bolt, a bar disposed longitudinally within said bolt, means for slidably mounting said bar for longitudinal movement with respect to the bolt, spring means associated with said bar for normally holding said bolt in one position in which it is adapted to engage with a keeper, a pivotally mounted handle, means connected with the handle and in operative engagement with said bar for moving the bar longitudinally, said end of the latch bolt to which the keeper engaging element is located having a projecting portion extending therefrom in the same direction as the keeper engaging element spaced therefrom and adapted to strike against a keeper when the latch is mounted on a door, in the closing thereof, to trip the bolt for keeper engagement, and means for holding the bolt in keeper disengaging position after it has been moved into such position by handle operation.

2,507,862. QUICK-FREEZE, QUICK-THAW DEVICE FOR FOODSTUFFS. Warren J. Mead, Belmont, Mass., assignor to Reynolds Metals Co., Richmond, Va., a corporation of Delaware. Application Jan. 10, 1945, Serial No. 572,112. 1 Claim. (Cl. 257-263.)



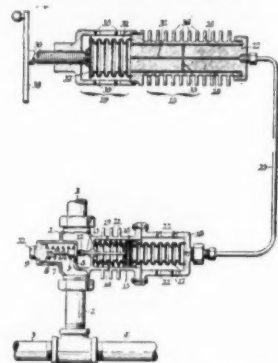
A quick-freeze, quick-thaw device adapted for use with and in packages of food to be frozen, and consisting of two metallic plates, each being formed with a plurality of integral projected spurs or teeth extending at substantially right angles to the plate, whereby the plates may be arranged with the teeth of one plate opposed to those of the second plate for projection of the teeth into the body of food to be frozen for the metallic conduction of heat from the interior of the body to the plates, and reverse action as to conduction of heat in the thawing of said body.

2,507,866. REFRIGERATION METHOD AND APPARATUS UTILIZING CARBON DIOXIDE IN A SOLVENT. Milton S. Plesset, Rosemead, and Thomas M. Floyd, Manhattan Beach, Calif., assignors to Keller Engineering Co., Los Angeles, Calif., a copartnership. Application Oct. 13, 1945, Serial No. 622,158. 4 Claims. (Cl. 62-91.5.)



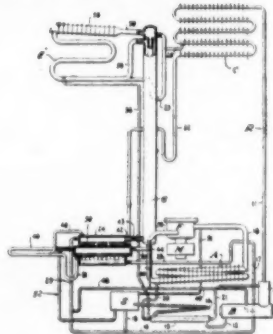
1. A refrigerant method, in which a supply of refrigerant is maintained, which refrigerant consists of solid carbon dioxide in contact with a liquid phase consisting of a solvent therefor and dissolved carbon dioxide, said phases being under agitation by a gas other than carbon dioxide, and circulating the liquid phase from the supply to a heat exchange zone and returning the refrigerant from the heat exchange zone to the source of supply.

2,507,911. THERMOSTATIC CONTROL FOR REFRIGERATING APPARATUS. William M. Keller, Merion, Pa., assignor to The Pennsylvania Railroad Co., Philadelphia, Pa., a corporation of Pennsylvania. Application Sept. 6, 1946, Serial No. 695,315. 6 Claims. (Cl. 62-127.)



1. In a thermostatic control system for refrigerating apparatus including a valve for regulating the flow of a refrigerant, a closed duct having a controlling fluid therein, a terminal element at one end of said duct having valve operating means connected therewith for opening and closing said valve responsive to the movement of said terminal element resulting from expansion and contraction of said controlling fluid, a chamber in said duct having a movable wall and means connected therewith for adjusting the volumetric capacity of the duct, and a heat exchange element adapted for location in the space to be refrigerated and comprising an elongated narrow channel forming a part of said duct and disposed in proximity to heat absorbing surfaces of relatively large area.

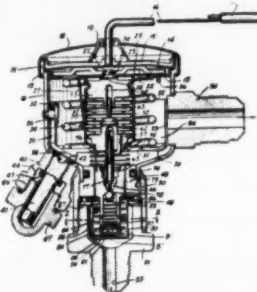
2,508,000. REFRIGERATION. Otis B. Sutton, Canton, Ohio, assignor to The Hoover Co., North Canton, Ohio, a corporation of Ohio. Application March 18, 1947, Serial No. 735,514. 17 Claims. (Cl. 62-119.5.)



1. In a refrigerating apparatus a first evaporator, a first absorber, a second evaporator, a second absorber, a generator, a condenser connected to receive re-

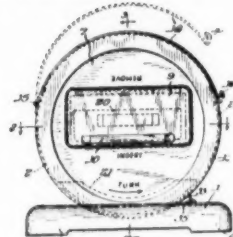
frigerant vapor from said generator and to supply refrigerant liquid to said evaporators, means for conducting inert gas from said first absorber to said first evaporator, means for conducting inert gas from said second absorber to said second evaporator, means for conducting inert gas flowing away from said second evaporator into contact with refrigerant liquid flowing to said second evaporator and in heat exchange relation with said second absorber.

2,508,010. THERMAL LIMIT VALVE. George D. Bower, University City, Mo., assignor to Alco Valve Co., University City, Mo., a corporation of Missouri. Application June 9, 1945, Serial No. 598,543. 22 Claims. (Cl. 137-153.)



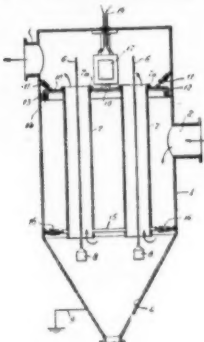
1. In a valve construction, a housing having an enlarged portion and inwardly extending wall portion at the end of the enlarged portion, mechanism within the housing including a valve, an expansible chamber having a movable wall in the enlarged portion, a collapsible unit interposed between the valve and the wall for transmitting movement of the wall to the valve, resilient force means in the enlarged portion acting on the wall independently of the collapsible unit in yieldable opposition to movements of the wall, abutment means including an inwardly extending flange portion supporting the force means, the abutment means extending across the inwardly extending wall portion of the housing, and means mounted on and extending through the inwardly extending wall portion for access from outside the housing, engageable with said wall portion at the flange portion inwardly of the outer extremities of the abutment means for adjusting the abutment means to vary the force applied by the force means.

2,508,123. ICE CUBE LOOSENING DEVICE. Manfred J. Pollak, Chicago, Ill. Application May 7, 1946, Serial No. 667,978. 5 Claims. (Cl. 219-19.)



3. A device of the character described, comprising a housing, walls rotatable in the end portions of the housing, a tray receiving and supporting frame supported by and between said walls, one of said walls having a way formed therein, a cover for the way thrustingly engageable with an adjacent end of the tray, contact means on the frame engageable with adjacent side portions of the tray when received on the frame, and electrical power supply means connected to said contact means.

2,508,133. ELECTRIC PRECIPITATING APPARATUS. Joakim Ulrik Frederik Andersen, Copenhagen, Denmark, assignor to F. L. Smith & Co., New York, N. Y., a corporation of New Jersey. Application July 31, 1947, Serial No. 764,983. In Denmark Aug. 29, 1944. Section 1, Public Law 690, Aug. 8, 1946. Patent expires Aug. 29, 1964. 3 Claims. (Cl. 183-7.)

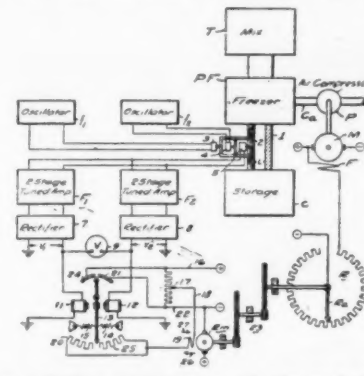


1. An electric precipitator, which comprises a casing having an inlet for gases to be treated, an outlet for treated gases, and an outlet for precipitated material, a plurality of vertical hollow collecting electrodes within the casing, an ionizing electrode within each collecting electrode, a plate of substantially the shape and size of the cross-section of the casing mounted across the casing between the gas inlet and gas outlet, the collecting electrodes extending through openings in the plate and being supported thereby, means for supporting the plate for limited vertical movement, sealing means for preventing the leakage of gases between the edge of the plate and the casing, resilient means for positioning the lower ends of the electrodes with relation to the casing, and magnetic means acting intermittently to raise the support and collecting electrodes and then release them.

2,508,153. SONIC METHOD FOR CONTROL OF AIR IN ICE CREAM. Raymond Friedman, Madison, Wis., assignor to Westinghouse Electric Corp., East Pittsburgh, Pa., a corporation of Pennsylvania. Application Jan. 29, 1948, Serial No. 5,173. 7 Claims. (Cl. 99-234.)

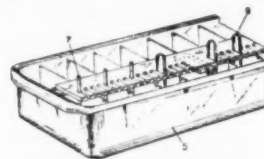
1. Apparatus for controlling the manufacturing process of ice cream, comprising, in combination, means for freezing ice cream, means for adding air to the ice cream during the freezing process, means for producing sound waves through

a given thickness of ice cream and air mixture, measuring means for measuring the change in sound velocity in the ice cream and air mixture with changes in



the relative proportions of air and ice cream from a given relative proportion of the mentioned ingredients, and control means responsive to said measuring means for changing the flow of air into the mixture to correct for the changes in the relative proportions of air and ice cream.

2,508,201. STICK HOLDER FOR FROZEN LOLLIPOPS. Joseph Telasco, New York, N. Y. Application October 1, 1946, Serial No. 700,409. 4 Claims. (Cl. 294-87.)

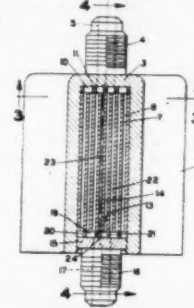


1. A stick-holder for making frozen lollipops comprising a flat bar adapted to lie flat on the top of an ice-cube tray of a domestic refrigerator and having a multiplicity of closely-spaced, stick-receiving openings extending inwardly from one side edge thereof.

2,508,224. FLOW RESTRICTING DEVICE. Joseph Young Carter, Dearborn, Mich., assignor to Detroit Lubricator Co., Detroit, Mich.

1. A refrigerant flow restricting device, comprising a casing having a cylindrical chamber and end closure walls for said chamber, one of said walls having an inlet therethrough, the other of said walls having an outlet therethrough, a hollow cylindrical member having a tight sliding fit in said chamber and having straight longitudinal alternate lands and

grooves from end to end in its external surface, a pair of end plates each abutting one of said end walls and said cylindrical member and one having an opening therethrough registering with said

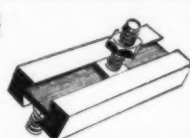


inlet, said end plates each having a tight sliding fit in said chamber and having peripheral teeth and serrations of less radial depth than the wall thickness of said cylindrical member, each of said serrations having a circumferential width to register with two of said grooves so that each serration forms a return bend passageway joining two adjacent grooves, said cylindrical member having a port which opens from the interior thereof into one of said grooves, one of the teeth of the other of said end plates having a width to block off the end of said one groove into which said port opens, the next adjacent groove which is separated from said one groove by a tooth of said one end plate being the outlet groove, said other end plate having its teeth aligned with alternate ones of the lands with which the teeth of said one plate align, the serration in said outlet plate which is aligned with said outlet groove having communication with said outlet.

(To Be Continued)

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WANTED: EXPERIENCED refrigeration test engineer. Must be qualified to specify and supervise installation of laboratory test equipment as well as make tests on self-contained air conditioning units, refrigeration compressors and component parts. Write attention Chief Engineer, P. O. BOX 1894, Wichita 1, Kansas.

WANTED: EXPERIENCED refrigeration process and plant layout engineer for production of self-contained air conditioning units. Must qualify to specify and supervise installation and design of special equipment. Write attention Chief Engineer, P. O. BOX 1894, Wichita 1, Kansas.

REFRIGERATION ENGINEER. Midwest manufacturer of hermetic refrigeration systems and specialized contract products has position available for product development and laboratory assistant. Write giving full qualifications and background. BOX 3584, Air Conditioning & Refrigeration News.

BRANCH MANAGER—Central states wholesaler needs an experienced branch manager. Good salary and commission. State all qualifications in your letter. Immediate action. Present manager knows of this ad. BOX 3591, Air Conditioning & Refrigeration News.

DISTRICT SALES manager. A leading commercial refrigerator manufacturer has opening for an experienced and aggressive sales manager for its West Coast territory. Must be versed in appointing and working with dealers. In replying, give age, experience, education, references and remuneration expected. All replies kept in strict confidence. Our employees know about this advertisement. BOX 3593, Air Conditioning & Refrigeration News.

REFRIGERATION ENGINEER: Nationally known manufacturer located in Minnesota has opening for experienced engineer with ability to handle development and design of refrigeration systems for refrigerators and home freezers. Our employees know of this ad. BOX 3596, Air Conditioning & Refrigeration News.

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cost of \$15.00. Also new 7 1/2 H.P. compressor at bargain price. BIMEL CO., Cincinnati, Ohio.

CONDENSING UNITS—1/4 H.P., leading brand hermetically sealed low temperature, "Freon," brand new in original crates with original factory guarantee; \$52.00 with control, \$49.50 less control. Net F.O.B. Phila. 20% with order, balance sight draft. FOGEL REFRIGERATOR CO., 5400 Eadom St., Phila. 37, Pa.

CLEARANCE ON 13 cu. ft. two-door dual temperature refrigerators with new Tecumseh sealed units; approximately 3 cu. ft. frozen food section and 9 cu. ft. standard temperature, total quantity 15 cu. ft. Also assorted 4 ft. full vision display cases, and 4 ft. double duty 43" high—all slightly factory damaged. Also 4 ft. Bain-Marie cases—all new. Limited quantity. Any item—\$160.00 each, or 10% less for entire lot as is. HOWARD REFRIGERATOR CO., INC., 4745 Worth St., Phila. 24, Pa. Phone: Jefferson 3-6806.

PROMINENT BRAND condensing units; sealed 1/4-HP model L2M Servel @ \$52; open type 1/4-HP model 025 Norge with control @ \$57. Write or wire NEW YORK REFRIGERATION, 35 East Fourth Street, New York 3, N. Y.

SERVEL W2K500F compressor in original packing case purchased as a spare—\$300.00. 3 H.P. Frigidaire condensing unit less motor used 3 months in low temperature test chamber—\$200.00. THERMORITE PRODUCTS CORP., 1915 Liberty Bank Building, Buffalo, N. Y.

STEEL CABINETS. Fifty new insulated cabinets built for vending machines 20" deep, 32" wide, 70" high O.D. Make us an offer. Also 1/4 H.P. refrigeration systems, complete, ready to plug in. VEND-RITE CO., 1444 East Washington Ave., Madison, Wisconsin.

FRANCHISES WANTED

DISTRIBUTORSHIP WANTED for metropolitan New York. Reliable distributor with offices, salesroom, warehousing, service and trucking facilities. Will act as direct factory representative or distributor for manufacturer seeking aggressive organization. Field could be varied. Also serviced government agencies. BOX 3592, Air Conditioning & Refrigeration News.

BUSINESS OPPORTUNITIES

FOR SALE—Because of ill health will sell for inventory one of the largest store fixture and appliance businesses in Middle West. Located in Indiana. Our business last year grossed \$260,000.00 and we paid net income tax of \$18,837.00. This year of 1950 our gross will show \$350,000.00 and we should show net profit \$25,000.00 and be forced to pay tax on this figure. We operate six brand new trucks, have large four-story modern fireproof building under lease with 16,000 sq. ft. floor space. Modern elevator 15 ft. long lifts 8,000 lbs., makes the building the most ideal type for this kind of operation. We have the best lines to sell, the best sales and service organization in this part of the country. Will sell business for inventory only at invoice prices. If interested write BOX 3597, Air Conditioning & Refrigeration News.

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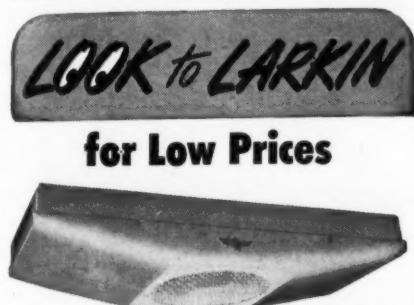
Shipments of Commercial Refrigeration Compressors by Manufacturers In April

ACRMA-REMA STATISTICAL PROGRAM SUMMARY
SHIPMENTS OF COMPRESSORS FOR APRIL, 1950
(Number Manufactured and Sold for Refrigerants Other Than Ammonia)

Horsepower	SEALED TYPE (Hermetic or Closed) Form A					OPEN TYPE, AIR COOLED Form B					OPEN TYPE, WATER COOLED Form C																																	
	Continental U. S.					Continental U. S.					Continental U. S.																																	
	Mfrs. (N)	Non-Mfrs. (O)	Total (P)	Export (Q)	Grand Total (R)	Mfrs. (N)	Non-Mfrs. (O)	Total (P)	Export (Q)	Grand Total (R)	Mfrs. (N)	Non-Mfrs. (O)	Total (P)	Export (Q)	Grand Total (R)																													
Sold In Unitary (End-Use) Products																																												
1/2 and less	XXX	XXX	7,528	513	41,350	XXX	XXX	50	*	384	XXX	XXX	293	*	1,883																													
1/4	XXX	XXX	12,855	282		XXX	XXX	334	3		XXX	XXX		1,590																														
1/8	XXX	XXX	11,700			XXX	XXX				XXX	XXX																																
1/16	XXX	XXX	6,976			XXX	XXX				XXX	XXX																																
3/4	XXX	XXX				XXX	XXX				XXX	XXX																																
1	XXX	XXX				XXX	XXX				XXX	XXX																																
1 1/2	XXX	XXX	1,496	795	41,350	XXX	XXX	384	*		3	XXX	XXX	1,590	*	1,883																												
2	XXX	XXX				XXX	XXX					XXX	XXX																															
3	XXX	XXX				XXX	XXX					XXX	XXX																															
5	XXX	XXX	1,496	795	41,350	XXX	XXX	384	*	3	XXX	XXX	1,590	*	1,883																													
Sub-Total	XXX	XXX				40,555	795				41,350	XXX				XXX	384	*	*	XXX	XXX	1,883	*	*																				
Sold as Compressor Bodies, Compressors, or Condensing Units																																												
1/2 and less	28,413	1,995	54,165	6,146	60,836	1,179	221	2,209	266	3,033	84	346	730	28	758																													
1/4	23,757	1,350	21,482	525	40,745	2,219	1,572	3,791	558	4,463																																		
1/8	20,132			712																																								
1/16	16,743																																											
3/4	18,551																																											
1	16,743	1,808	18,551	712						40,745	1,162	730	1,892	164	2,056	369	346	1,319	72	2,054																								
1 1/2					100						550	650	75	725	295																													
2					281						459	740	84	824	309																													
3					233						205	438	63	501	314																													
5											116	206	636	27																														
Sub-Total	89,045	5,153	94,198	7,383	101,581	6,755	7,785	14,540	2,493	17,033	589	2,116	2,685	127	2,812																													
Grand Total	XXX	XXX	134,753	8,178	142,931	XXX	XXX	14,924	*	*	XXX	XXX	4,568	*	*																													

*Figures omitted to avoid disclosure of operations of individual companies. Notes: Totals shown above do not include compressor bodies shipped for or incorporated in Household Refrigerators. In order to avoid disclosing the operations of individual companies, some data for two or more sizes of units are combined.

Reporting companies: Airtemp Div., Chrysler Corp.; Baker Refrigeration Corp.; Brunner Mfg. Co.; Carrier Corp.; Curtis Refrigerating Machine Div. of Curtis Mfg. Co.; Frigidaire Div., General Motors Corp.; General Electric Co.; General Machine & Mfg. Co.; Kelvinator Div., Nash-Kelvinator Corp.; Lehigh Mfg. Co., Div. of Lehigh Foundries, Inc.; Lynch Corp.; Mills Industries, Inc.; Norge Div., Borg-Warner Corp.; Servel, Inc.; Tecumseh Products Co.; Universal Cooler Div., Newport Steel Corp.; Westinghouse Electric Corp. (Springfield and Hyde Park [Boston], Mass.); Worthington Pump & Machinery Corp.; and York Corp.



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Price is only one factor in the selection of any product—especially one that has so important a task as protecting valuable perishables. Performance must come first. Quality cannot be overlooked. Durability is highly important. Larkin has all of these. And Larkin has low prices, too. Compare them and see for yourself how low they really are.

For the latest Larkin price list, see your wholesaler. If you wish, write direct to us and we shall be glad to send you one.

Manufacturers of the original Cross-Fin Coil — Humi-Temp Units — Evaporative and Air Cooled Condensers — Air Conditioning Units and Coils — Direct Expansion Water Coolers — Steel Vacuum Plate Coils — Heat Exchangers.



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How 'Stacking' Registers Affects Warm Air Distribution

MUSKOKA, Ont., Can.—Results of a laboratory investigation of the effect of temperature on balance of forced warm-air systems were disclosed to the semi-annual meeting of the American Society of Heating and Ventilating Engineers at the Royal Muskoka hotel here by R. W. Rose, Urbana, Ill.

A simulated heating installation for a two-story residence in which a basement room is heated, was studied. The installation consisted of a four-stack system in which register openings were located on three different levels above the furnace.

Tests were conducted on the installation as both a four-branch system and a three-branch system, with zero heat input as well as with heat inputs of 5,000 B.t.u. per hour, 15,000 B.t.u. per hour, 25,000 B.t.u. per hour, and 35,000 B.t.u. per hour.

The investigation was conducted under the terms of a cooperative agreement between the University of Illinois Engineering Experiment Station and the National Warm Air Heating and Air Conditioning Association, by N. A. Buckley, special research assistant in mechanical engineering; S. Konzo, professor of mechanical engineering; J. M. David, former graduate student in mechanical engineering, and T. L. Towne, former graduate student in mechanical engineering, all of the University of Illinois.

Their conclusions for the conditions studied were:

1. With zero heat input, any change in the total air volume delivery was accompanied by a proportional change in the flow through each of the branch outlets.

2. When heat was added to the duct system, proportional air delivery



Refrigerated Case Aids Culinary Art Exhibit

WHEN LEADING CHEFS from the Continent exhibited their culinary works at a catering exhibition held earlier this year in London, the food was kept under refrigeration. Four 11-ft. Hussmann open self-serve cases were used to keep the edible "art" in top condition.

to each of the branches was no longer obtained. For the arrangement tested branch ducts Nos. 2 and 4 to second story registers showed a tendency to deliver a higher percentage of the total volume delivery and particularly with low values of the total volume delivery. On the other hand branch duct No. 1 which served a basement outlet reached a drop-out point of zero air delivery.

3. A comparison of tests in which no change was made in the duct system, and no appreciable change was observed in pressures and temperatures external to the duct system, indicated that the addition of heat to a duct system in which registers are located at more than one elevation results in an unbalancing action. This action was attributed to differences in stack height.

4. An analytical method was devised for predicting the air distribution in an extended plenum duct system with heat added to the system in this analysis, the stack effect

was superimposed upon the pressure supplied by the furnace blower. Good agreement was obtained between predicted and actual results, thus confirming the validity of the stack effect as a possible cause of unbalanced distribution.

5. The application and extension of the test results obtained from the four-branch arrangement to the following cases were analyzed: (a) single-speed blower, (b) effect of filter resistance, (c) two-speed blowers, and (d) variable speed blowers. On the basis of this analysis it would appear that the unbalancing action could be avoided by proper adjustment of volume flow rates to heat input.

6. In the three-branch system which had registers at only two elevations the unbalancing action was found to be less severe than that in the four-branch system. Furthermore, no unbalance should be expected in a system having all registers at the same elevation.



Frick Refrigeration HELPED BUILD THIS \$600,000 DAIRY PLANT

Twenty-five years ago Edwin J. Wendt started in the milk business with one route and one small Frick refrigerating machine.

Today his new plant at Niagara Falls, N. Y., serves 18 routes, makes 1500 gal. of ice cream daily, has a wonderful dairy bar, and uses six Frick compressors—one a booster for low-temperature work. Installation by Moltenberg-Betz Machine Co., Frick Sales-Representatives in Buffalo.

Another proof that "the users of Frick Refrigeration make money." Put YOUR cooling problems up to the nearest Frick sales-engineer.



Also Builders of Power Farming and Sawmill Machinery

Four of Six Frick Compressors at Wendt's



WALK-INS • ICE CUBE MAKERS • REACH-INS



A Bottle Cooler That Means Business...

UNITED DRY KOOL BOTTLE COOLER

A proven profit-maker available in BROWN DULUX or STAINLESS STEEL in 4', 6', 8' and 10' lengths—remote or plug-in. United's original forced air system insures maximum air circulation and faster cooling with large capacity blowers under each door and coils that are up and out of the way.

- ✓ Streamline heavily insulated all steel cabinets.
- ✓ Stainless steel Lift-A-Way doors with roller bearings—"No busted fingers."
- ✓ Flush bottle decappers.
- ✓ More capacity per cubic foot.



"SELL United AND YOU SELL THE FINEST"

DIRECT DRAW SYSTEMS • BOTTLE COOLERS

This Is No Time To Ease Up Sales Training, Keep Promoting, Keep Selling, IAEI Advised

(Concluded from Page 1, Column 5)

Bolin pointed out that the greatest expansion of the electrical industry since 1920 "came in a period of our history when men said absolutely nothing is normal."

"I believe the moral of all this," he said, "is that in spite of the current situation our job is to keep pushing, keep promoting, keep selling, keep doing the things that have made the electrical industry great."

Bolin then described in detail these five big promotional jobs he said need doing: demonstrate to sell, take a new look at an old line—electric housewares, get behind newcomers in the major appliance field (dishwashers, garbage disposers, home freezers, electric clothes driers), improve the level of appliance service, and put increased effort on adequate wiring.

"Should we be faced by appliance shortages, because of the national preparedness effort, our customers will have a dollar surplus, because of that same effort. We must see to it that they reserve a share of that surplus for electrical appliances against the day when we can deliver our goods. These jobs will go far toward the end," Bolin said.

"If, by chance, we find ourselves with plenty of appliances in 1951, these jobs will stand us in good stead in setting the selling pace they may require."

Another speaker, Jack Lacy, head of Lacy Sales Institute, called attention to "The Importance of Sales Training" during a period of shortages. Reporting that he has noted a feeling of complacency among dealers around the country "that could be dangerous," Lacy warned that salesmen have got to keep selling techniques fresh in their minds so they'll be able to put them to use when needed.

This point had been raised earlier during the first of two half-day open forum discussions on league problems. In answer to a question, one manager asserted that "this is no time to ease up on sales training programs." For one thing, he said, more and more salesmen are being lost to the armed forces and to other fields, and such programs are needed to train replacements.

The question arose during a discussion of what leagues can do to aid retailers and contractors in view of impending shortages of appliances.

SELLING ROOM COOLERS

Services rendered in the last war that could be offered again also were discussed. Among the several other topics taken up during the open forums was the selling of room coolers as "plug-in devices."

Some league managers questioned the advisability of promoting and selling room air conditioners as plug-in devices without regard to the capacity of the units and the wiring systems of homes and offices. It was

suggested that distributors and dealers should make it clear to the public whether or not a particular size unit can be operated off an ordinary lighting circuit.

Consensus was that the industry might suffer a "black eye" if room-cooler purchasers discovered later that they must pay extra for installation of a separate wiring circuit for units sold to them without qualification as "plug-in" devices. It was reported that some complaints have been received from consumers who found themselves in this situation.

The managers also heard details of the "Range of the Stars" package promotional program that will be used in 1951 to push electric ranges. This campaign will feature endorsements of the electric range by famous movie couples.

At one of the general sessions, J. Rushton, manager of Frigidaire's Major Dealer Division, outlined the "spectacular" growth of the LP-gas business in recent years and suggested ways to slow down this competition.

A review of statistics on the increase in the use of the fuel led Rushton to conclude that "there is scarcely a segment of the electrical industry that has not been seriously affected by LP-gas." The industry, he cautioned, "cannot afford to overlook or minimize this competition. It affects the industry's most important market for major appliances."

To meet this competition, Rushton proposed a four-point program involving (1) organization of a counter-offensive by all segments of the electrical industry, (2) education of both the industry and the public regarding the relative costs and conveniences of electricity compared to LP-gas, (3) demonstrations, and (4) selling.

While discussing his company's approach to the old-home wiring program in another general-session talk, J. H. Van Aernam, sales promotion manager for Niagara-Mohawk Power Corp., criticized the industry for continuing to "slap the cost burden of the third wire onto the broad shoulders of the silent electric range . . . just as we did years ago when it really deserved it."

"If advertising is a form of education," he said, "then the repeated bold black headlines of liberal allowance for range wiring is methodically informing the public that only a range creates the need for the third wire. And that is creating a false impression."

"According to my score, the well-equipped home needs nine circuits for the kitchen and laundry alone, even if an electric range is never needed. You can't play that tune on two strings!"

"Now is the time when all segments of the industry . . . should stop saddling the electric range with this handicap. . . ."

"If it is the industry's belief that the use of electricity will increase in homes, then these householders must be informed that their old wiring systems must be expanded for that increase."

"To shift the reason for the expansion onto the electric range is misleading the public—a boomerang which, one of these days, will slap the industry smack in the face."

Among other general-session speakers were Dr. Dexter M. Keezer, director, Economics Department, McGraw-Hill Publishing Co.; Arno H. Johnson, director of marketing, media, and research, J. Walter Thompson Co.; and Kenneth B. Backman, general manager of the Boston Better Business Bureau.

Somewhat opposite views on the general business outlook were presented by Keezer and Johnson.

Keezer painted an "extremely grim" picture of things to come. He said he doesn't believe that war with

Russia is imminent but that we are in for a "churned up" period marked by a series of "Koreas."

This will mean, he predicted, a stepped-up defense program, an expanding program of foreign aid, and a record-breaking volume of production. Even at the peak of the government-spending program as now contemplated, a large percentage of everything produced will still be available to civilians.

FORESEES SERIOUS INFLATION

However, he declared, all this will be accompanied by "a great wave of price inflation" that could range from "serious" to "catastrophic," despite government controls.

On the other hand, Johnson argued that inflation can be prevented by increasing the production of civilian goods which do not interfere with the production of war material.

"We proved during World War II," he said "that we had a productive ability far beyond what had been believed possible. This productive ability is even greater now because of improved facilities and 'know how.' Fuller utilization of this increased productive ability can mean a strong and expanding civilian economy along with adequate production for defense."

Backman spoke on "Legal Pitfalls in Advertising and Sales Promotion Operations." He cited various rulings and cases to illustrate the point that "generally speaking, an advertiser who tells the truth, the whole truth, will avoid legal pitfalls."

At one of two special luncheon sessions, Howard Bennett, of General Electric Co.'s Employee Relations Division, New York City, presented highlights of G-E's "business appre-

ciation" course for its employees and for community leaders.

In introductory remarks, W. V. Merrihue, manager of Employee & Community Relations of G-E's Apparatus Department, explained that the course was designed to counteract the propaganda of those opposed to the American free enterprise system.

The course covers how the American business system operates, the accomplishments of this system, the importance of competition, and individual freedoms under the system.

H. P. Wilson, secretary-manager, Electrical Institute of the Tri-Cities, Rock Island, Ill., was elected president of the association during the final business session. Also elected were these other officers:

Vice President, J. G. Waddell, managing director, Electric Institute of Boston; Treasurer, R. B. Hubbard, secretary-manager, Rocky Mountain Electrical League, Denver; secretary, E. G. Hills, managing director, Electric Institute of Washington.

NAED Group To Discuss Excise Taxes, Color TV

NEW YORK CITY—The impending excise taxes on home freezers and TV, color TV, and the appliance distributor's position in the event of an all-out war emergency are among the industry subjects selected for discussion at a special luncheon here of the appliance division of the National Association of Electrical Distributors.

The luncheon will be held on Oct. 26 at the Hotel del Coronado, Coronado, Calif., during the association's three-day Pacific Zone meeting.

R. H. Bishop Co. Submits Payment Arrangements For Unsecured Creditors

DANVILLE, Ill.—R. H. Bishop Co., freezer manufacturer, has filed a petition in the U. S. District court here proposing an arrangement with its unsecured creditors under the provisions of the Bankruptcy Act, a court notice announced recently.

A meeting of creditors has been scheduled for 10 a.m. on Oct. 30 in the federal court room of the Federal Bldg. here.

The court announcement listed Bishop's total liabilities at \$415,945.38 and its assets at \$495,568.65.

Application to conform the arrangement shall be filed on or before Nov. 20 and a hearing on it is scheduled for Nov. 21.

The proposed plan of arrangement would pay all unsecured creditors off in full with the exception of those debts incurred prior to Nov. 23, 1948. These would be settled by payment of 10% in cash upon confirmation of the arrangement and 10% in cash within 12 months of the confirmation date.

Debts of over \$50 incurred since Nov. 23, 1948, would be paid off at the rate of 25% upon confirmation and the remainder paid off 25% at a time at six, nine, and 12 months after the confirmation date.

If the arrangement is withdrawn or abandoned before acceptance or is not accepted by the creditors, the freezer manufacturing firm will be declared bankrupt.

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Distributor-dealer
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Give full details.

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